BROADCASTING
Broadcast Advertising

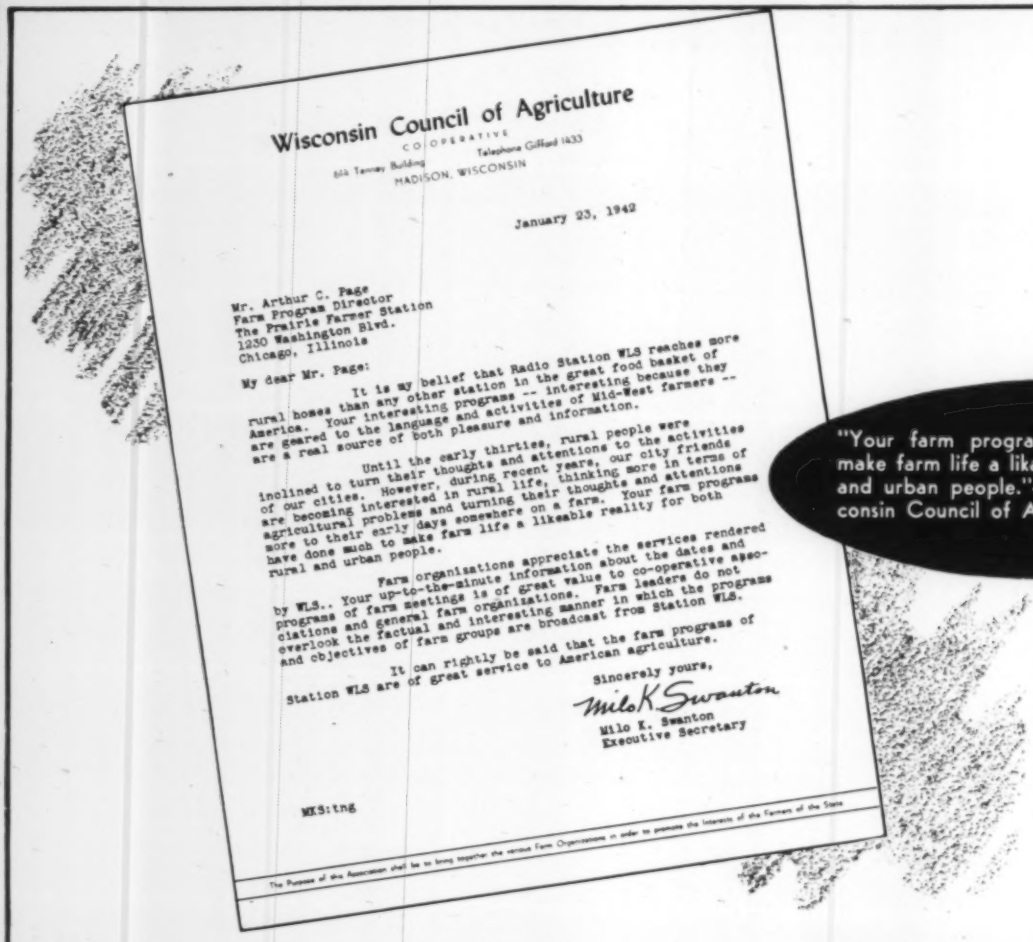
OCT 27 194
DETROIT

STANDOUT
IN WOMEN'S ACTIVITIES

● **KLZ** has been keenly aware that during two-thirds of its broadcast day, its audience is largely feminine. Women's vital and varied interests in home, social and civic matters have now broadened into every phase of the military, war production, and civilian defense. **KLZ**, through its director of women's activities, is doing a standout job of informing and educating its feminine listeners today as well as of entertaining them.

● *KLZ's regular program, "Women in War Work", recently brought together, left to right below, a WVSC; a Nurses' Aide; Maida Severn, KLZ's director of women's activities; a member of the Civilian Defense Drivers Corps; and a Red Cross Gray Lady. Other special KLZ women's programs are: "Women in the News" and "Budget Brigade."*

XUM



Wisconsin Council of Agriculture
CO-OPERATIVE
644 Tenney Building Telephone Gilford 1433
MADISON, WISCONSIN

January 23, 1942

Mr. Arthur C. Page
Farm Program Director
The Prairie Farmer Station
1230 Washington Blvd.
Chicago, Illinois

My dear Mr. Page:

It is my belief that Radio Station WLS reaches more rural homes than any other station in the great food basket of America. Your interesting programs -- interesting because they are geared to the language and activities of Mid-West farmers -- are a real source of both pleasure and information.

Until the early thirties, rural people were inclined to turn their thoughts and attentions to the activities of our cities. However, during recent years, our city friends are becoming interested in rural life, thinking more in terms of agricultural problems and turning their thoughts and attentions more to their early days somewhere on a farm. Your farm programs have done much to make farm life a likeable reality for both rural and urban people.

Farm organizations appreciate the services rendered by WLS.. Your up-to-the-minute information about the dates and programs of farm meetings is of great value to co-operative associations and general farm organizations. Farm leaders do not overlook the factual and interesting manner in which the programs and objectives of farm groups are broadcast from Station WLS.

It can rightly be said that the farm programs of Station WLS are of great service to American agriculture.

Sincerely yours,
Milo K. Swanton
Milo K. Swanton
Executive Secretary

MKS:tng

The Purpose of this Association shall be to bring together the various Farm Organizations in order to promote the interests of the Farmers of the State

"Your farm programs have done much to make farm life a likable reality for both rural and urban people."—Milo K. Swanton, Wisconsin Council of Agriculture.

"We're One of the Family in Midwest America!"

AS *"One of the Family" in Midwest America,* we have emphasized that both farm people and urbanites appreciate more fully Agriculture's place in the American way of life. The respect and confidence of these people have been won and held by WLS through giving them entertainment and information they want . . . and need. That's why they stay tuned to WLS . . . why *WLS Gets Results!*

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

BUSINESS AS USUAL *During* "ALTERCATIONS"

It's a comforting thought to review the many times in the past when Standard Radio has weathered storm and strife to serve the broadcast industry through critical periods.

Now, despite the obvious difficulties created by the present recording situation, Standard Radio is still delivering the same quantity as well as quality of music each month—still the biggest monthly release of all transcription libraries.

Business as usual during altercations? *You bet!*

KEEP 'EM V SPINNING

★ *Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Kudos from the Capital

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners-to-WWL are just the *frosting*. Your big bountiful *cake* is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 17 OCTOBER 26, 1942

CONTENTS

Wartime Equipment Plan Due Soon	7
Title Confusion Marks Manpower List	7
Industry Sees Need for Deferment Rules	8
McNutt Specifies Manpower Method	8
FTC Attacks Headache Remedy Claims	9
CBS Shifts Ordered by Kesten	9
Clark Bill Would Curb AFM	10
Networks Stand Pat on Cooperatives	14
Elmer Davis Likely to Broadcast	14
Foreign-Language Group to Parley	14
New Peabody Awards, Deadline Dec. 15	17
NBC War Posts for Miller, Brainerd	17
David Named in FCC Legal Realignment	18
Notes and Observations on British Radio	20
Bucknell U Uses Paid Time	28
New Protests Seen on XEAW Wavelength	28
Ten Years Ago This Month	32
Department Store Series on Cooperative Basis	54
Text of Senator Clark's Bill	58
Rosenbaum Lashes NAB's Stand on AFM	60

DEPARTMENTS

Agencies	53	Merchandising	46
Agency Appointments	53	Network Accounts	62
Behind the Mike	38	Personal Notes	37
Buyers of Time	52	Purely Program	44
Classified Advertisements	64	Radio Advertisers	49
Control	65	Studio	47
Editorials	36	Station Accounts	48
FCC Actions	62	We Pay Respects	37
Meet the Ladies	38	Hix Cartoon	66

Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. Delivers your advertising message to a warm, receptive audience throughout the farm areas of Nebraska and her neighboring states. Has helped many other advertisers achieve the hottest sales records in years. Can do the same for you! We still have a little time that isn't rationed. Better call, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

HARA KIRI has one very beneficial feature. It kills Japs. The toothy little Nipponese squat on the floor, cross their spindly legs and carve their yellow stomachs. Very effective. We recommend it highly—for Japs.

Some American businesses have their version of Hara Kiri, too. Neither gory nor as beneficial to humanity as the Jap method, their technique is to use the dagger of neglect—neglect to keep their brand names alive—neglect brought about by war contracts, priorities, shortages and mistaken economy. Neglect causing a lingering economic illness. Then death—swift and certain.

Advertisers who have no stomach for Hara Kiri find WSM very effective for staying alive and healthy. 50,000 watts on a clear channel, a low frequency of 650 kilocycles blast their names and messages into the heart of a pre-war, mid-war and post-war market of opportunity—a market that does over $2,000,000,000 in retail sales—a market in the heart of a billion dollars worth of agriculture—a market with 10,000,000 radio listeners. In short, a market worth looking into. A post card will bring facts and figures.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, University of Missouri School of Journalism, majoring in Advertising

Eleven years, National Advertising Sales, Oklahoma City Oklahoman and Times, specializing in foods

Four years, Advertising and Sales Promotion Manager, Griesedieck Western Brewery Co.

One year, Chicago Office, Cosmopolitan Magazine

Free & Peters (Chicago Office) since Sept., 1942

Step up, Pal, and meet

B. P. (TIM) TIMOTHY!

If you were taking on a new man to do a lot of good constructive work with agencies and advertisers, who'd you rather acquire than a man who'd done a *spectacular* job as national advertising sales specialist for an outstanding newspaper, then spent four years as advertising manager for a big brewery, then a year as advertising representative for a leading general magazine? Well, we couldn't think of a more desirable man, either—so today we are proud to tell you that Tim Timothy is now another "old Colonel F&P"!

Incidentally, we'd like to say a word about what we mean when we talk about "a spectacular job", as applied to any kind of media sales work. Do we mean a spectacular ability to pound desks? *No!* Or a spectacular ability to pass out cigars and flattery? *No!* To us, a spectacular job of selling is a job where a salesman has the intelligence and patience to dig out logical prospects for his medium—has the business acumen to analyze reasonably and unselfishly the true value of his medium to his prospect—and then has the ability to present all his facts so clearly and sincerely that lesser competition cannot stand against them.

That's the way we've always tried to work, here at F&P. If it's also the way you like to have salesmen work with you, we believe we're your dish, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 — NEW YORK: *247 Park Ave.* Plaza 5-4131 — SAN FRANCISCO: *111 Sutter* Sutter 4353 — HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 — ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 17 WASHINGTON, D. C., OCTOBER 26, 1942 $5.00 A YEAR—15c A COPY

Action Imminent on Equipment Program

Reduction in Hours And Output Is Considered

By RALPH G. TUCHMAN

ACTION on the wartime equipment conservation program originally proposed by the War Production Board is expected within a matter of days. This became more evident last Friday when it was learned that the War Production Board had received a letter from FCC Chairman James Lawrence Fly, covering the original WPB recommendations as developed by the Domestic Broadcasting Committee and approved by the Board of War Communications.

Final action may come Oct. 27 at the FCC's weekly meeting, although there may be a delay owing to WPB reply. At his press conference last Monday, Chairman Fly indicated action was imminent.

Under the proposed program, revision of FCC regulations to allow voluntary decrease of minimum broadcast hours may be included. Through such an arrangement, conservation could be attained by the reduced use of equipment.

Decibel Reduction

Another phase of this problem, as originally presented, called for the maintenance of only stations designated as "key", on a standby basis, beyond the hours of actual operation. It could not be determined whether this was actually a part of the program about to be released but it seemed likely. Such "key" stations would be the backbone of radio communications in the event of emergency.

Reduction of output by 1 or 1½ DB is regarded as certain, depending upon compromise between the FCC and WPB. The possibility of compromise was recognized when the program was first presented [BROADCASTING, Aug. 17]. Now it appears quite certain that such a reduction will be made mandatory very shortly. It is designed to reduce the strain on components. Its value is emphasized since the effect can't be discerned by listeners.

Furthermore, DB reductions by 1-1½ will result in equipment savings especially in tubes up to 25% of the life of the components.

As another aid in the over-all conservation program, it is considered likely the FCC will agree to relax its engineering standards in order to allow certain technical operations impossible in normal times. Essentially, this is strongly urged for the desirable effect it would have in prolonging tube life.

In Case of Suspension

Such changes naturally cannot be accomplished overnight and it is likely that a careful study will first have to be made.

Another phase of the conservation program will likely develop from a change in FCC rules to allow stations to suspend operation for the duration without loss of license. Under such conditions, a station allowed to suspend its operations would provide equipment for use by stations continuing to operate. In addition, it would also release manpower to other stations in need of experienced help.

By enabling stations to stabilize themselves financially and not enforcing continued operation, it is recognized that the station benefits greatly. Since many small stations operate in areas well-covered by larger stations, the listeners would not lack for service.

The prime value, however, as seen in informed quarters, is the liberty to suspend operations in areas already covered and the resultant saving of equipment which is being operated uneconomically.

When the question of conservation of equipment was first raised, a pooling plan received considerable support. WPB was opposed to such a scheme on the ground that few stations could afford to build stockpiles of anything more than tubes; even then it was felt that few stations had appreciable stockpiles of tubes. Since then, WPB has restricted the number of tubes any one station may collect, exercising powers under the maintenance and repair order (P-133).

Despite this evidence, NAB has been successfully conducting a weekly swap bulletin of equipment for sale. NAB officials and broadcasters alike report satisfaction with this system. As a result, certain broadcasters have been inclined to consider the possible value of such a program on an enlarged scale under FCC supervision.

Title Confusion Marks Manpower List

Precise Definitions to Be Available Later; Law Sought

ALTHOUGH a list of critical occupations has been issued for the broadcasting industry as well as other communications services [BROADCASTING, Oct. 19], confusion now exists as to the precise definitions of many of the occupational titles. When the War Manpower Commission was queried on this point, it was stated that the U. S. Employment Service is responsible for the dictionary of definitions and that it would be ready within the next 10 days.

In explaining the delay, a USES official pointed out that it has been necessary to prepare a comparable list for each of the 34 different industries established last July as essential, and that there has been a small time lag between the actual release of the lists by Selective Service and the follow-up breakdown dictionary, in each case. The July list was established by WMC. In addition, he pointed out that some of the occupations in broadcasting do not fall in any in any of the dictionary definitions for other industries. This creates the necessity for writing new definitions.

Executives Missing

When BROADCASTING queried WMC regarding the absence of administrative personnel from the list of critical occupations, it was said that this has been the general policy in developing lists for all industries. Admitting there may be an eventual need for establishing an administrative list for all industries, the present policy emphasizes technical skills rather than management skills.

Early industry reactions indicate the list is somewhat inadequate and the question of revision has been raised [see page 8]. One WMC official, who is a member of the committee which drafts such lists, said representation could be made on any grounds desired. But he said the pressure of preparing other lists would prevent WMC from revising the existing communications list "before mid-November at the earliest."

On a broader scale affecting the nation's manpower problem was the testimony of Paul V. McNutt, WMC chief, before the Senate Military Affairs Committee, in which he said he expected to submit legislation to President Roosevelt within two weeks, mobilizing men and women. Furthermore, he said none of four bills presently pending will meet the needs of the manpower program.

He also advocated womanpower as part of the solution because, he said, 5,000,000 workers must enter the labor forces by the end of 1943 if the goal of 62,500,000 persons in employment and in the armed forces is to be realized. Then he emphasized that most of the newcomers must be women.

The McNutt Program

Mr. McNutt's program consists of three points which would enable a manpower agency to require employers in any area to hire all employes through USES or through central hiring systems such as union halls, assuming specified standards are met, and grant authority to control labor by preventing transfer of labor from one place where it is needed to another where demand is created "solely by improper utilization of labor or a desire to hoard workers". Finally, authority would be granted to freeze individuals in their jobs or transfer them to other jobs.

Industry Hails Critical List; Need Felt For Deferment Rule

Latest Selective Service Directive Useful But More Stringent Action Is Expected

LOSS of employes to the armed forces and other Government wartime services has created a situation which station and network personnel directors last week described as "serious but not critical", although in some specific classifications of employes, notably the technicians, it was said by several executives that the critical stage was approaching rapidly.

Progress Pleasing

Action of Maj. Gen. Hershey in issuing Occupation Bulletin No. 27, listing critical jobs in broadcasting and other fields of communications for the guidance of local draft boards in acting on applications for deferment [BROADCASTING, Oct. 19], was hailed as a major step in the direction of establishing the essential status of some radio employes.

Nearly every personnel man pointed out, however, that this bulletin is simply a guide and not an order for deferment of individuals employed in the score of jobs listed and that more stringent action is needed to insure the continued operation of the nation's broadcasting stations and networks.

Furthermore, the bulletin lists only highly trained personnel and does not touch on the page boys, mailroom employes, clerks, mimeograph operators and other jobs which are usually filled by young men and so have been hardest hit by the draft. Some of these jobs are being filled by older men, by men physically incapable of being drafted or by girls, but there are still many unfilled vacancies in these classifications.

CBS Needs

"Our greatest need at the moment," said Francis Barton, personnel manager for CBS, "is for a couple of mimeograph operators. The work is dirty and not too interesting and does not appeal to most girls available for office positions. If they are willing to do messy work, such as this is, they can find jobs at higher pay in many war factories. Formerly, we were able to get boys for jobs like these, boys who saw in the broadcasting business a chance for future careers and who were willing to take a menial job for the sake of the opportunity for advancement.

"But most girls have not seen such opportunities and have preferred to take jobs as typists and stenographers which paid them more to start, feeling with some justice that their chances for advancement into the executive ranks of the company were very limited. As the war goes on and more women replace men, this condition may well be changed," Mr. Barton said, adding that in the meantime the task of filling the places of the young men, even though no very extended training is necessary, is becoming a major personnel problem.

Publishers Syndicate

"Gosh, Joe, Are We Hard Up for Help!"

Other radio personnel men agreed that since the younger men have been taken into the armed services in the largest numbers, the problem of replacing them has been and continues to be an unending worry. There was also general agreement that while there had been excessive turnover in all departments, the technical staffs were the only place where the situation might be described as at all critical at this time.

NBC Training Program

NBC reported that for years the Assn. of Technical Employes of NBC, independent union, to which its engineers belong, has maintained a training program for technical apprentices from which most of its engineering replacements are drawn. This program has been expanded to meet the increased wartime need, but as yet no women technicians have been included.

A similar training program is being undertaken by American Communications Assn., CIO union, with which many eastern stations have contracts [BROADCASTING, Oct. 19]. CBS endeavored to train women for technical positions but was halted in this plan by the International Brotherhood of Electrical Workers, AFL union of which all engineers employed by CBS are members, as violating the contract now in effect between CBS and the union.

When the plan was prepared last April, CBS proposed to train women as studio operators, on the same wage scale as men. Though IBEW headquarters considered this a fair proposal, the locals saw no serious technician shortage, and the plan was rejected. International headquarters of the Union now considers the manpower problem acute, and some definite policy may be adopted soon to relax the ban on women technicians.

No special training programs for other than technical employes were reported by networks or New York stations, although WNEW reported that it has made a policy of having an extra announcer on the staff so that when a vacancy occurs there is an experienced man on hand to fill it immediately.

Blue Status

Stating that the BLUE has had no shortage of announcers, D. B. Van Houten, office service manager, explained that the networks would probably be the last to experience difficulty in getting announcers or other program department personnel as network positions are generally considered more desirable than similar jobs on individual stations.

Vacancies in the higher executive positions have come chiefly through enlistments, it was stated, as most of these posts are filled by older men, usually married and with families. In such cases in all companies there has been no attempt to dissuade any executive from taking a military post or Government position once he had decided that he can be of more value to the war effort there than in his position with a broadcasting station or network.

Candidacies

SOMETHING new in political broadcasts has been started by WWVA, Wheeling. The program is known as *Meet Your Candidates*. During a half-hour period, all candidates of one party are introduced and asked to give their personal, professional, political and educational background. Their competitors are given the same opportunity at another time. No charge is made for their appearance, and the interviews are handled by Paul J. Miller, WWVA production manager.

WDEF Joins Blue

WDEF, Chattanoga, Tenn., effective Jan. 1, 1943, will become affiliated with the South Central Group of the BLUE, bringing that network's outlets to 142. The station, owned by Joe W. Engel, operates 6 a.m. to 11 p.m. (CWT) on 1400 kc., 250 watts. Evening hour rate is $120. WRRF, Washington, N. C., owned by the Tar Heel Broadcasting System, on Oct. 15 became affiliated with the BLUE as a bonus member of the Southeastern Group. WRRF operates daytime only with 1,000 watts on 930 kc.

Manpower Method Specified by McNutt

Suggests Employment Service Will Aid Radio Problems

RECOGNIZING the importance of radio in the war effort, and the resultant consideration the industry has received as one of the nation's 34 essential industries, Paul V. McNutt, administrator of the War Manpower Commission, explains the various controls and provisions made to protect sources of broadcasting personnel in a letter to Neville Miller, NAB president. The full text of the letter, dated Oct. 20, follows:

"The War Manpower Commission recognizes the vital role that radio broadcasting is playing in the welfare and defense of our country. Radio communications have been classified as an essential war activity.

"This Commission has been working with the Selective Service System, the War Dept., the Navy Dept. and other Government agencies to assure that employes possessing critical skills are not inducted into the military services in such a manner as to interrupt essential war activities.

"The War and Navy Depts. have announced policies with respect to voluntary enlistment under which men who are classified by the Selective Service System as being in essential war occupations will not be accepted for enlistment without the approval of their local Selective Service Boards.

Orderly Withdrawals

"We in the War Manpower Commission realize the need for orderly withdrawals so that replacements can be trained and established in their new tasks, and are working to that end. It is important, however, that all war industries keep this thought in mind: As the war continues and the personnel requirements of our armed services increase, all able-bodied men within the military service age bracket will be subject to call.

"While it will continue to be the policy of the War Manpower Commission to work with Selective Service for the purpose of securing deferments for essential workers, it should be noted that deferments are temporary and do not constitute exemption. The purpose of these deferments is to prevent breakdowns in essential activities so that other workers—women and those men not qualified by physical condition or age to perform military service—can be trained to replace those required for the armed forces. Thereafter periods of deferments are justified only in those instances where key workers cannot be replaced.

"Because the manpower situation varies in different sections of the country, I suggest that radio station operators take their local problems to the office of the U. S. Employment Service in their home

(*Continued on page 55*)

FTC Attacks Headache Remedy Claims

Warnings of Danger in Excessive Doses Are Sought

INTENTION of the Federal Trade Commission to force makers of headache remedies to warn the public against excessive use of their products, was indicated last week when the Commission issued complaints against makers of six preparations, including several prominent radio-advertised brands.

The complaints were handed down in a group Oct. 21, citing advertising, including radio, in at least four cases, of B. C. Remedy Co., Durham, N. C. (BC Headache Powder); Stanback Co., Salisbury, N. C. (Stanback Headache Powder); Emerson Drug Co., Baltimore (Bromo-Seltzer); Capudine Chemical Co., Raleigh (Hick's Liquid Capudine); Chelf Chemical Co., Richmond (CCCC); Trans-Pac Services, New York, whose product (Ceregen) is controlled by Ulrici Medicine Co., both cited.

Warning Missing

Advertising claims of each product were attacked separately, but at the crux of five cases were charges that the firms failed to warn that the medicines, if taken in quantities exceeding the recommended doses, "may cause dependence on the drugs, skin eruptions, mental derangements, and when administered to children may be dangerous and injurious to health."

Such failures, four complaints said, may lead the public to believe "the preparation may be safely taken in such amounts and with such frequency as may seem necessary to accomplish the represented and desired results."

Radio advertising was not specifically mentioned in the complaints against Bromo-Seltzer and Stanback, though radio continuity was mentioned in the other cases. "Newspaper periodicals and other advertising literature" were mentioned as being used by Bromo-Seltzer, while "mail and various means of commerce" were cited in the Stanback complaint.

Chemical Components

Four of the products—BC, Bromo-Seltzer, Stanback, Hick's Liquid Capudine—contain acetanilid and potassium bromide, while Hick's Capudine has potassium bromide and antipyrene, according to the FTC. The complaints maintained that continued use of these ingredients may be dangerous.

In treating the advertising of each firm, the Commission directly attacked Bromo-Seltzer for its advertising claim, "It alkalizes—reduces the excess acidity caused by overindulgence."

"Overindulgence in food and drink," the complaint against Bromo-Seltzer continued, "will not cause excess acidity in the system, and use of the preparation will not counteract the effects of overindulgence and will not reduce acidity or alkalize the system." The complaint further asserted the respondent's advertisements "are false in that they fail to reveal the facts with respect to the consequences that may result from use of the praparation under such conditions as are customary and usual."

Complaint Against BC

BC Headache Powder, according to the FTC, will not, as advertised in radio continuity, newspapers and periodicals, "provide effective relief for a foggy, jittery, and generally 'all-in' condition," nor will it always "afford relief for headaches and neuralgia" nor is it "commonly prescribed by physicians for the relief of pain."

"The respondents' advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation with respect to either the dosage or frequency of use," it is added.

The FTC labeled as false Stanback's advertising by mail and in general commerce, particularly its representation that the product "gives relief in cases of headaches, backaches, functional pains, neuralgia, and pains following dental work." Again the Commission said, "the respondents' advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation."

Radio was among the media which allegedly carried false advertising for Hick's Capudine and CCCC. The firm was criticized for being "misleading" in stating that the preparation would relieve "tense, jittery nerves" and for other claims. Its advertisements were also hit "because they fail to reveal that continued use of the preparation in quantities exceeding the recommended dose, or with a greater frequency than that recommended, may cause skin eruptions, mental derangement and serious blood disturbances, and its administration to children may be dangerous and injurious to health.

The Chelf company's representations for CCCC were called "grossly exaggerated, false and misleading, as the product does not remove, remedy, or cure the cause of headaches, indigestion, neuralgia, and nervousness." It was added that "the respondent's advertisements contained no warning or statements revealing the potential danger of excessive use of the preparation." Radio was here also cited as among the media used.

Only one of the six complaints made no mention of failure to give warning against excessive use. In the case of Ceregen, the Commission said that Spanish-language advertising in newspapers and radio continuity falsely described the product as a "food" for nerves, blood and the organic system.

The firms must file answers to the complaints with the Commission within 20 days.

FOLLOWING announcement that it has gone on a 24-hour operating schedule, KFBI, Wichita, disclosed Oct. 22 that it had appointed Leo Silvera, celebrated European musician, to its regular staff. He will be in charge of commercial relations and productions.

Kesten Shifts Departmental Relations At CBS Office to Remove Bottleneck

TO CLARIFY the relationship between the CBS executive offices and other network departments and functions, Paul W. Kesten, CBS vice-president and general manager, last week issued a memo to department heads explaining that "the principal purpose of the partially new setup is to break a bottleneck".

According to the memo, Mr. Kesten explained he "had been assuming direct contact with Mr. Paley and three general executives, in addition to seven operating departments plus our Washington office.

Delegation of Duties

"With two or three urgent matters popping up from each of these sources on an average day, plus a few 'high-priority' calls and conferences with agencies, advertisers and Government officials, I found that I was often the bottleneck for half-a-dozen or more department heads who had no one else to turn to on critical problems. . . . The new setup will at least make a general executive more readily available to each of our operating heads than in the past."

Mr. Kesten continues his personal supervision of network sales and sales promotion and the CBS Washington office, while Williams S. Paley, president of CBS, is administrative head of program activities and James Seward is vice-president in charge of program operations.

The new "organization chart" further delegates the administrative duties of the network to the three new vice-presidents Joseph H. Ream, Frank N. Stanton and Frank K. White. Mr. Ream will supervise station relations in addition to legal and engineering matters and television; Dr. Stanton, as head of research, also will head owned and operated stations, publicity, Radio Sales and commercial editing, and Mr. White, CBS treasurer, concerns himself with personnel and labor relations, as well as financial activities.

CBS Realignment Shifts 3 Managers

Forbes to New York, Joscelyn To WCCO, Willard to WBT

A MAJOR realignment of top executives at CBS-owned and operated stations—involving new general managers for WCCO, Minneapolis; WBT, Charlotte; WJSV, Washington—was announced last Thursday by Paul Kesten, CBS vice-president and general mgr.

William E. Forbes, general manager of WCCO, on Nov. 9 will be transferred to New York as "executive assistant to the network management." On Nov. 2

Mr. Forbes

Mr. Joscelyn

A. E. Joscelyn, general manager of WBT, takes over the management of WCCO, and on the same date A. D. Willard Jr., now in charge of WJSV, replaces Joscelyn at WBT. The successor to Mr. Willard has not yet been selected.

Mr. Forbes has managed WCCO since last June, when Earl Gammons, formerly in charge of the station was transferred to Washington to succeed Harry C. Butcher, now a lieutenant commander in the Navy. Mr. Forbes joined CBS in 1937 after four years in Los Angeles as assistant to Donald W. Thornburgh, CBS Los Angeles vice-president, remaining until his recent move to Minneapolis.

Mr. Joscelyn left newspaper work in 1934 to enter the station representative field as salesman for Free & Peters. Joining Radio Sales, which handles spot business for CBS managed and operated stations, Mr. Joscelyn shortly was made eastern manager, serving in that position until he was appointed general manager of WBT several years ago.

Mr. Willard entered radio at WCAO, Baltimore, serving as announcer and program director of that station and leaving to organize an advertising agency, Willard, Barret & Nolley, in that city. In 1932 he joined WJSV as commercial manager. He was appointed assistant general manager in 1936 and general manager in 1937.

Stone Joins PA

WALLACE (Wally) STONE, former station director of KROC, Rochester, Minn., active in radio since 1928, has been named field representative for Press Assn., radio subsidiary of Associated Press, according to Oliver Gramling, PA assistant general manager. Mr. Stone will represent PA in the Dakotas, Northern Wisconsin and Michigan, and Minnesota, with headquarters in Minneapolis.

Clark Bill Would Cut AFM Disc Powers

Offers Amendment To Anti-Trust Statute

POWER of James C. Petrillo, AFM President, to pull his musicians off recording for broadcast and phonograph records would be sharply curtailed under legislation introduced Oct. 23 in the Senate (S-2874) by Senator D. Worth Clark (D-Idaho).

The measure was immediately referred to the Interstate Commerce Committee, of which Senator Burton K. Wheeler (D-Mont.) is chairman. Senator Clark introduced the bill after studying testimony taken recently by an Interstate Commerce subcommittee of which he is chairman. Among those who had testified were Elmer Davis, director of the Office of War Information; James Lawrence Fly, FCC chairman, and Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecutions.

Essential Service

In the preamble to his bill, Senator Clark pointed out that broadcasting is an essential public service of great importance to successful prosecution of the war. Since recorded music is essential to broadcast station operation, he explained, and since cessation of the production of recordings threatens to eliminate the source of needed recorded music, the bill proposes to forbid "certain contracts, agreements, conspiracies and combinations which prevent the making of recordations" for broadcasting and juke boxes.

The Clark bill would amend the Clayton anti-trust law, making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if a purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Clark emphasized his legislation would not affect the contracts or agreements based on any dispute concerning labor complaints, hours, health, safety, or conditions of employment.

A penal clause in the bill makes violations punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

It is specified that the law would remain in force during continuance of the war and six months after end of the war, or until any earlier time designated by Congress or the President.

Full text of the Clark Bill will be found on page 58. Text of Rosenbaum statement at NAB 3d District meeting on page 60.

Wheeler Comments

Queried about legislative steps to remove the labor union exemption from conspiracy provisions of the Clayton Act, Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, asked why an exemption should apply only to recording for broadcasting and phonographs.

He suggested that if any exemption is to be provided, it should apply to war industries, for example, as a vastly more important factor in the nation's welfare and warfare than broadcasting or phonographs.

Senator Wheeler indicated he did not see any likelihood of further Senate investigation into Petrillo's ban on recording.

The music controversy seethed last week as the NAB 3d District supported the NAB's conduct of its fight against the AFM, after lively discussion [see story on this page].

Disc Officials Meet

Transcription company executives who met with Sydney Kaye, NAB chief counsel in musical matters, in New York last Wednesday, reached no agreement in a definite plan of action. The consensus was, however, that the meetings had given them a clearer picture of the overall situation and that they were better prepared to make individual decisions regarding the filing of civil suits in the State Courts to secure injunctive relief against the ban on recorded music put into effect by Petrillo and the AFM.

The two short sessions, at noon and in the late afternoon, were held at NAB's New York headquarters and reviewed the legal position of the transcription companies in detail. During that day and the remainder of the week, many private conferences were held by various members of the group in an attempt to get together on some action which would alleviate their present difficulties. Spokesmen for the NAB, which had called the meeting, said that no further such meetings were contemplated in the immediate future and that the purpose of those sessions to review the situation and give each man a chance to present his viewpoint on what should be done, had been achieved, and that it is now up to the individual companies to decide what they should do.

If any company decides to begin legal proceedings in its State courts against Petrillo and the AFM, the NAB said it will give its full assistance in preparation and prosecution of such a suit.

WBS Not Represented

Attendance at the sessions included: C. Lloyd Egner, NBC vice-president in charge of the Radio-Recording Division; C. O. Langlois, president, Lang-Worth Feature

(Continued on page 58)

3rd District Affirms NAB Music Stand

Federal Agencies Tell Problems Involved In War Effort

INDUSTRY'S stand against James C. Petrillo was approved by District 3 of the NAB, in the first of the association's regional meetings Oct. 19-20 in Philadelphia. A resolution approving the NAB's attacks on Petrillo's ban on the use of recordings in broadcasting was unanimously approved.

Action was taken at the suggestion of Isaac D. Levy, vice-president of WCAU, Philadelphia, and director of District 3, despite a scorching denunciation of the NAB's methods by Samuel R. Rosenbaum, president of WFIL, Philadelphia.

Motion for the resolution was made by Clair R. McCullough, general manager of the Mason-Dixon Radio Group, regional network covering Eastern Pennsylvania and Delaware, and was seconded by Edward D. Clery, general manager of WIBG, Glenside, Pa. It was carried unanimously by the 75 station executives present, with Mr. Rosenbaum not voting.

Rosenbaum's Charges

Election of a new district director to succeed Mr. Levy was not held. It is slated for a special meeting to be called by the director prior to the 1943 NAB convention.

In a prepared statement released to newspapers in advance, Mr. Rosenbaum charged that "handling of the Petrillo situation by the NAB is a masterpiece of ineptitude." [See text on page 60].

"Our association should never have taken the leadership in a fight against the musicians," said Mr. Rosenbaum. "Their fight is not against us primarily, but principally against the juke-box barons and the record manufacturers. Yet, we have engaged counsel to mastermind the campaign and we have hired a high-pressure publicity firm which is inspiring the national flood of news stories, editorials and cartoons against Petrillo."

Mr. Rosenbaum attacked the legal and legislative relief sought by the NAB and warned that "introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own." The solution, argued Mr. Rosenbaum, who is also vice-president of the Philadelphia Orchestra Assn., is not in court or legislative action, but in negotiation with the musicians' union.

Reply by Kaye

Sidney E. Kaye, special counsel for the NAB and general counsel for BMI, vigorously attacked the Rosenbaum allegations. The musicians, he explained, have repeatedly gone to the juke-box people and the record manufacturers and demanded some special royalty or payment for the use of phonograph recordings where it would replace live musicians. Repeatedly, the musicians' union has increased the wage scale for recordings and transcriptions and the manufacturers always acquiesced.

"But back in 1890," reminded Mr. Kaye, "the U. S. Supreme Court ruled that there was property right in a recording. Therefore, on two occasions, the record producers have gone into the courts and brought suit to stop or restrict the use of their records. But in each instance, the courts refused to try the case.

"As a result, there is no way Petrillo can get at the juke-boxes and record manufacturers. The only place he can hit is radio—good old radio to be the goat."

Mr. Kaye declared that "Petrillo missed the boat" on the motion picture industry when they were able to replace the live musicians in the theatre pits with canned sound tracks on film. "And now that he has a hold on radio, he doesn't want to let go of it," said Mr. Kaye.

Contrary to Mr. Rosenbaum's charges, Mr. Kaye continued, "we did not institute the Clark (Senate) investigation of Petrillo. We first read about it in the newspapers. Nor did we institute the anti-trust action. We also first read about that in the newspapers. And since it had already been instigated by the Attorney General, we then petitioned the court to be represented as a 'friend of the court'."

Mr. Kaye revealed that he had talked with Attorney General Biddle after the action was already filed. "Why don't you go to

(Continued on page 56)

XUM

"WHERE WERE YOU AT 8:17 MONDAY NIGHT?"

● We don't offer this as conclusive evidence in Miss Lucinda's favor, but the chances are that at 8:17 Monday night—*any* Monday night, if you please—our heroine was at home innocently listening to the radio. And the odds are better than even that she was listening to WHO!

You see, it has recently been proved that 72.7% of all Iowa people *usually* listen to the radio between 8:00 and 8:30 on Monday nights! *And*—that 52.4% of these people are tuned to WHO!

Both of these enlightening facts are revealed in the 1942 Iowa Radio Audience Survey—a scientific inquiry into the listening habits of nearly 10,000 representative Iowa families. Based on the most approved "sampling" methods, the 1942 Summers-Whan Survey analyzes station and program preferences, trends in station and program popularity over the past four years, the effects of sex, age, income, place of residence, reading and movie attendance on listening habits. It even tells you *who* writes to radio stations, *how often* they write, and *why* they write!

Frankly, we think it's the *tops* for a complete, accurate, and up-to-the-minute picture of the Iowa Radio Audience. A copy is waiting for *you*. Send for it now!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Women Eager For Announcing Jobs

Hundreds Respond to Offer For Tests at the Mike

IF THE WOMEN of Washington fairly represent their American sisters, there will be no shortage of soprano candidates for announcers' jobs when Uncle Sam beckons all of the eligible young men into uniform.

That, at least, is the conclusion reached by Carleton Smith, manager of WRC, as applications by the hundreds poured into the station after a few announcements of a series of auditions to be held at the capital's big War Fair in Uline Arena, Oct. 23-30.

Bill Herson, conductor of WRC's early morning *Timekeeper* program, made three detailed announcements of the contest daily for three days. Instead of an anticipated 200 applicants, the station received more than 600 letters. It was announced that there were no jobs available, that the most the winners could hope for was a single appearance before WRC's microphones. Prizes offered were a War Bond and War Stamps.

200 in Three Days

Before Herson was off the air after making the first announcements, the station's switchboard was clogged with calls. An average of 200 applicants called the first three days.

The candidates represent a wide variety of educational backgrounds and occupations. Most are youngsters, just out of high school or college. But one 73-year-old grandmother is ready to take her place at WRC's microphones. A clerk at a cigar stand inquired of Herson whether she was eligible. Fred Shawn, assistant station manager, called a Government official; the secretary answering the call asked if she could enter the contest. Many applicants are high school teachers of English and elocution, scores work in government jobs. One holds a doctor of philosophy degree.

When Herson explained by telephone that no regular job was available, many came back with a pointed, "There will be."

The promotion, arranged by Smith, is to include one or two daily half-hour audition periods at the War Fair. Each candidate will be interviewed and given the opportunity to demonstrate her fitness for the microphone calling. The tests will be "commercials", ad libbed special events jobs and other duties of a staff announcer. The winners of the daily auditions will meet in the finals Oct. 30.

SIXTH Annual School Broadcast Conference, under the direction of George Jennings, acting director while Harold W. Kent, chairman, is on duty with the War Dept. in Washington, is scheduled to be held at the Hotel Morrison, Chicago, Nov. 10-12.

WBAP's FAMED HIRED HAND, Harold Hough, gets a few moments of recreation these days out at his mule ranch. Here he is shown with one of his champions. Hough, who also is circulation manager of the *Fort Worth Star-Telegram* and chairman of the Press-Radio Committee, doesn't get many moments like these nowadays for his boss, Amon Carter, is at present on a mission in the British Isles.

BROWN BOOK OF THE WAR

CBS Roving Commentator Tells All in New Volume, 'Suez to Singapore'

OBSTACLES that harass a hard-working reporter who tries to tell the world about a war are narrated thrillingly by Cecil Brown, CBS correspondent, in *Suez to Singapore* [Random House, New York, $3.50].

No respecter of red tape or officious clumsiness, Columbia's roving commentator still boils as he recalls the perpetual battles with British censorship as he endeavored to give the world his story of the fighting in Egypt, the Near East and finally the Orient.

And any reader who has ever tried to tell a story despite interference by red tape will boil right along with Cecil as vivid tales of his wartime experiences are narrated.

Most dramatic spot of the book, of course, is his acount of the sinking of the British battleships *Repulse* and *Prince of Wales*. This oft-told tale brought more fame to the author than any other of his dangerous experiences.

Done in diary form, Brown's account of his commentator adventures is almost unbelievably gripping. Spun off casually are one-day sagas that divulge more real excitement than many reporters encounter in a journalistic lifetime.

But the dramatic episodes are subordinated to the more drab diatribes based on bouts with British censors, military men and government officials. Day after day, his diary shows, he fought and raved against the curious stupidity that prevented him from telling his story to the world through Columbia's facilities.

Told for the first time are dozens of incidents in which factual, objective reporting was blue-penciled despite the fact that no possible wartime restriction could justify the censorship.

Brown's bitter cracks approach the obsession point, but the reader is likely to allow him the privilege of dressing down those who did so much to make his professional life miserable.

A new slant on the type of warfare waged by the British in the Near East, Africa and the Orient comes from the Brown book. Lavish in his praise of British bravery, he gets all tangled in phraseological snarls as he tries to describe the military tactics, the lack of organization and preparation, and the defensive philosophy that permeates the men who sit at desks and drop everything when it's time for a jolly old spot of tea.

Reading of the Brown diary refreshes recollection of many of his broadcasts, and the broadcaster who has followed his war comments will eat up the accounts of what went on before the lines were uttered over the air.

Sometimes sad, sometimes funny are the trivia based on Brown's relations with Columbia headquarters. His financial tribulations as funds went awry or cables failed to arrive make the hottest kind of shop talk for the trade.

In only one case were his wings clipped by Paul White, in charge of CBS news and special events. That instance grew out of a series of particularly vicious broadcasts in which British handling of the war in the Orient was ripped wide apart. The wing clipping consisted of a cable suggesting that he ease up a bit in his slam-bang criticism.

LOCKHEED STARTS DRAMATIC SERIES

TYING in with the war effort, Lockheed & Vega Aircraft Corp., Burbank, Cal., on Nov. 9 starts sponsoring a weekly quarter-hour dramatized program, *Ceiling Unlimited*, on 57 CBS stations, Mondays, 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT). It will also be shortwaved to the AEF [BROADCASTING, Oct. 28].

Featuring Orson Welles as commentator-narrator, as well as producer-writer, the institutional series will dramatize the story of American aviation. Besides utilizing United Press service for current news, stories will be based on information obtained from Army, Navy and other official sources, with all scripts being approved by the Government.

Harold R. Isaacs, of the CBS Washington staff, has been assigned to do research for the series. Mr. Isaacs with John Messler, Los Angeles account executive of Lord & Thomas, agency servicing the account, conferred with Government officials in Washington Oct. 21 on how the program can best be of service in the war effort. James Fonda is Hollywood producer of the agency assigned to the show.

GM DISC SERIES FEATURES THOMAS

GENERAL MOTORS Corp., Detroit, extending its institutional transcribed *Victory Is Our Business* series, on Oct. 25 will start featuring Lowell Thomas, author and traveler, as announcer and narrator for its series of weekly news dramatizations from the fighting and factory fronts.

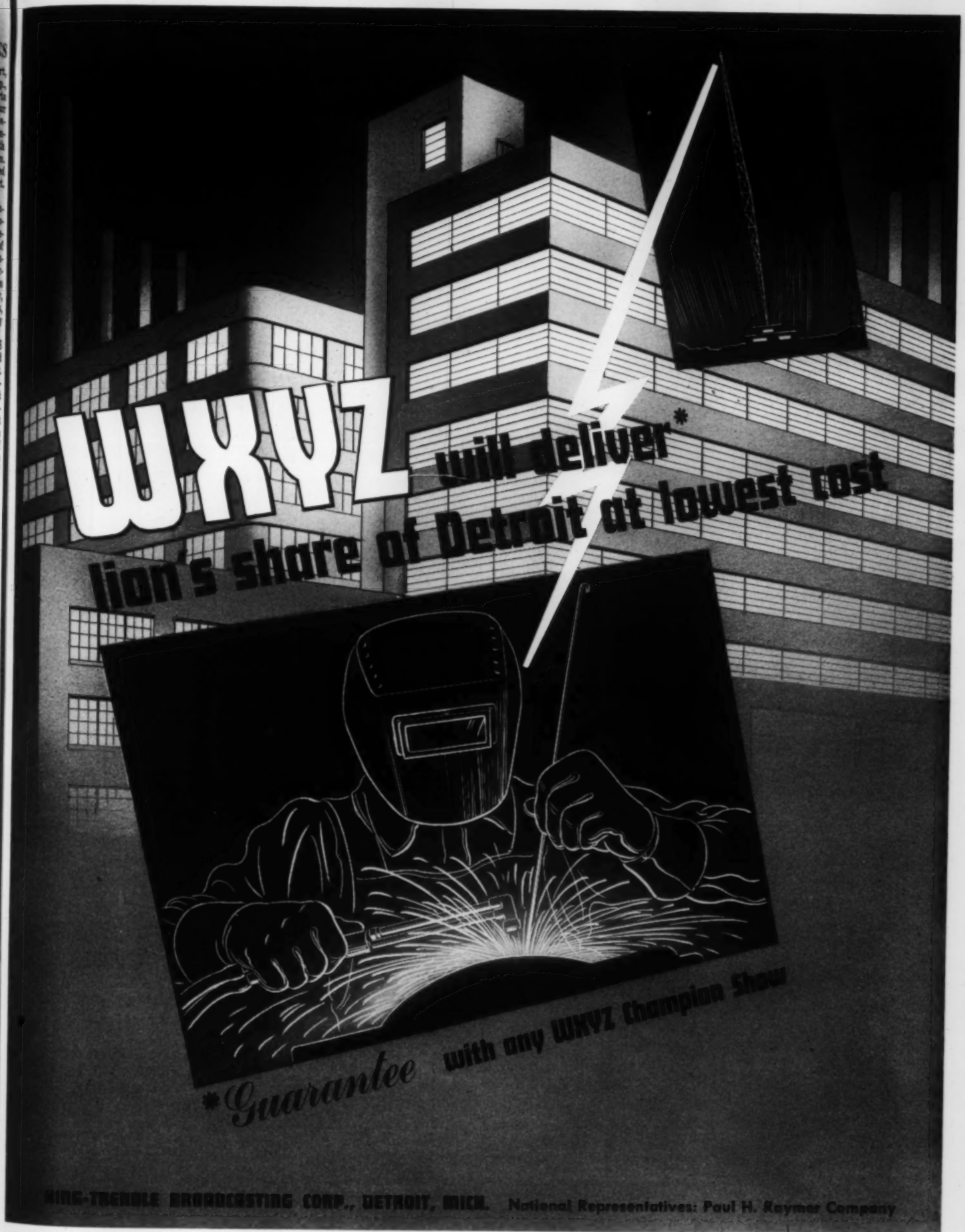
Having started Aug. 2, the series enters its 13th week of true stories about what some of the 325,000 General Motors employes in 90 war plants and 29,000 former employes in the armed services are doing in the war effort.

Programs are produced by Transamerican Broadcasting & Television Co. in the New York studios of World Broadcasting System. Each program closes with interviews, transcribed in local studios, between local GM war workers and local station announcers.

Agency for the program is Campbell-Ewald Co., Detroit. Lowell Thomas currently is heard on the BLUE Network five evenings a week, 6:45 p.m., under sponsorship of Sun Oil Co., Philadelphia.

Cities and stations are: WHBU, Anderson, Ind.; WFBR, Baltimore; WCFL and WGN, Chicago; WHK and WTAM, Cleveland; CKLW, WJBK, WWJ and WXYZ, Detroit; WFDF, Flint; WLAV and WOOD Grand Rapids; WIRE and WISH, Indianapolis; WCLO, Janesville, Wis.; WKMO, Kokomo, Ind.; WJIM, Lansing; WMC and WMPS, Memphis; WCAR, Pontiac; WHAM and WSAY, Rochester; WSAM, Saginaw; WAGE and WOLF, Syracuse; WFAS, White Plains; WRRN, Warren, O.; WNBC and WTIC, Hartford; WOR, New York.

FCC-BWC Chairman Fly will broadcast an address on "Communications in Wartime" over NBC, Saturday, Oct. 31, 7-7:15 p.m. (EWT).


WXYZ will deliver*
lion's share of Detroit at lowest cost
*Guarantee with any WXYZ Champion Show
KING-TRENDLE BROADCASTING CORP., DETROIT, MICH. National Representatives: Paul H. Raymer Company

Networks Stand Pat on Denial of Time to Cooperative Group

Statements Explained Position Filed With FCC; Senate Committee Fails to Act on Probe

ALTHOUGH F C C Chairman James Lawrence Fly could not be reached for comment, it is known that both CBS and NBC have complied with his request for a full statement of the facts concerning their alleged refusal to sell time to the U. S. Cooperative League for promotion of membership and presentation of an allegedly controversial issue [BROADCASTING, Oct. 12, 19].

No action occured on the Senate resolution (SRes. 305) introduced last week calling for an investigation of the discrimination charges at the insistence of the cooperatives. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, indicated his committee planned no immediate action. It is believed little will happen until the elections are over.

Policies Restated

Release of the networks' letters could not be obtained from Mr. Fly's office, but it was learned authoritatively that CBS simply restated the facts already known regarding its policy on programs involving issues of a controversial nature. Although no comment was available regarding the NBC letter, it was indicated the reply similarly restated earlier explanations.

In essence CBS contends its policy against controversial programs, except in the case of politics, is well known. In fact, this policy was incorporated by the NAB in 1939 as part of the industry's code. Furthermore, it emphasizes the fact that time would be sold to cooperative retail stores, and has in the past, but that no time would be sold to a group seeking to promote a controversial issue or solicit members.

NBC stands on its policy against programs utilized for membership drives, with the exception of the President's annual March of Dimes and Red Cross solicitations.

Rep. Gehrmann's Bill

Also on the Congressional front, was the introduction in the House last Thursday of a resolution to investigate alleged discrimination against cooperatives by Rep. Gehrmann (Prog.-Wis.), which was referred to the House Rules Committee. No action is expected on this measure before the elections.

At the request of Senator La-Follette (Prog.-Wis.), an editorial which appeared in the *Nation* Magazine was reprinted in the *Congressional Record*. Titled "Caught in the Networks", it questions the premise of "controversy" on which time was denied to the cooperatives.

When Mr. Fly was questioned at his press conference last Monday as to the legal control the FCC might have in the matter, he emphatically stated that his agency had no legal control but sought in the public interest to obtain an ample statement from both sides.

NAB AND RMA PLAN SERVICING DRIVE

THE NAB and the Radio Manufacturers Assn. will conduct a joint campaign to keep the nation's radio sets in action during the war. All stations have been asked to broadcast one announcement a day or to weave in a suggestion in a daily program. This action is designed to bring an orderly flow of sets to servicemen and at the same time eliminate the pickup and delivery problem.

Broadcasters are asked by the NAB to contact local servicemen and jobbers and explain the campaign to them. Employment of a fulltime executive to handle servicing of home radio sets during the campaign was authorized by the RMA Oct. 21 in New York. Paul Galvin, RMA president, and M. J. Schinke, RMA service committee chairman, were empowered to make the appointment.

N. Y. Tunnel Spots

NEW YORK Tunnel Authority has entered the second cycle of a campaign urging New York listeners to use the Queens Midtown Tunnel, with a schedule of about three spot announcements weekly on WMCA WNEW WQXR WJZ WOV for a 13-week period. A similar campaign was launched last July on seven local stations, stressing the advantages of the tunnel as a shortcut in the interests of gas conservation. Grey Adv., New York, handles the account.

Omar in Midwest

OMAR BAKERIES, Omaha, on Oct. 26 is starting a 30-week announcement campaign advertising Omar Bread and the company's door-to-door service wagons. One-minute musical and chain-break announcements have been placed six to ten times a week on WTMJ WBNS WHKC WOW KOWH WIRE WFBM. MacFarland, Aveyard Co. Is Agency.

FCC Wage Survey

ALL STATIONS are urged to return as speedily as possible the FCC financial questionnaire, now being sent out, dealing with employment and payrolls for the week of Oct. 11. Figures will be of special importance this winter in connection with adjustments under the national cost-of-living stabilization program.

WITH ALL DUE respect to the gentleman from WGN, Chicago, who raises giant squash [BROADCASTING, Oct. 5], this photo should settle, for all time, any possible discussion as to Gargantuan characteristics. Nurtured in the Beverly Hills (Cal.) "Victory Garden" of Sidney N. Strotz, Western division vice-president of NBC Hollywood, specimen shown here with him is the normal result of California soil and sunshine, he says. Close inspection reveals that harvesting the Western giant variety calls into play the back and arm muscles of Gardener Strotz. P.S. Out Hollywood way, they do know how to exercise photographic ingenuity.

Elmer Davis Seen Likely to Broadcast

ALTHOUGH no official confirmation was forthcoming, it seemed likely last Friday that Elmer Davis, director of the Office of War Information, would take to the air in the near future in the new role of Government radio commentator.

Despite some pressure from those close to Mr. Davis, advising him against this move, it now appears that only a date need be set. Already the Government has consulted with the networks concerning an appropriate time for such a series [BROADCASTING, Oct. 19], and the network representatives have agreed that the Saturday 7:30 p.m., spot is most suitable. This time now is being held open pending a final decision. In fact, NBC already has switched a Campana quarter-hour in that period to a later hour. Meanwhile, various sponsors are reported busy trying to line up spot announcement periods in time preceding and following the proposed program.

Hunt Galvin Clues

POLICE LAST week end were hunting for clues to the slaying of Mrs. Paul V. Galvin, 45, and her maid, Miss Edna Sibilski, 28, who were found murdered Oct. 23 in the fashionable Evanston, Ill., manor house of the president of Galvin Mfg. Co., Chicago. Mr. Galvin, who was in Washington at the time of the murder, is also president of the Radio Manufacturers Assn. The bodies were found by Robert Galvin, 20, their son, on his return from school.

Foreign Language Group Will Parley

Government Agencies Plan To Attend Sessions

REVIEW of broadcasters' progress in meeting problems of foreign-language stations will be the chief business when the Foreign Language Radio Wartime Control Committee meets in Washington Tuesday and Wednesday of this week.

Representatives of both the Office of Censorship and the Office of War Information have signified their intention of attending the meeting, and it is expected that the FCC may also take part.

Robert K. Richards, head of the foreign-language section of the Office of Censorship, charged with assisting foreign-language broadcasters in their efforts to enforce the Code of Wartime Practices, will represent Byron Price's office, and Lee Falk, foreign-language radio director of OWI, will attend. FCC has not yet named a representative.

FLRWCC was organized last June as an independent group, not affiliated with any other trade organization. Headed by Arthur Simon, general manager of WPEN, Philadelphia, the committee maintains offices at 1111 Munsey Bldg., Washington, and has drawn up a code for the 210 stations in the foreign-language field [BROADCASTING, June 8].

This week's meeting is expected to study results of the broadcasters' efforts to check their own personnel by means of questionnaires, and to discuss other aspects of self-regulation.

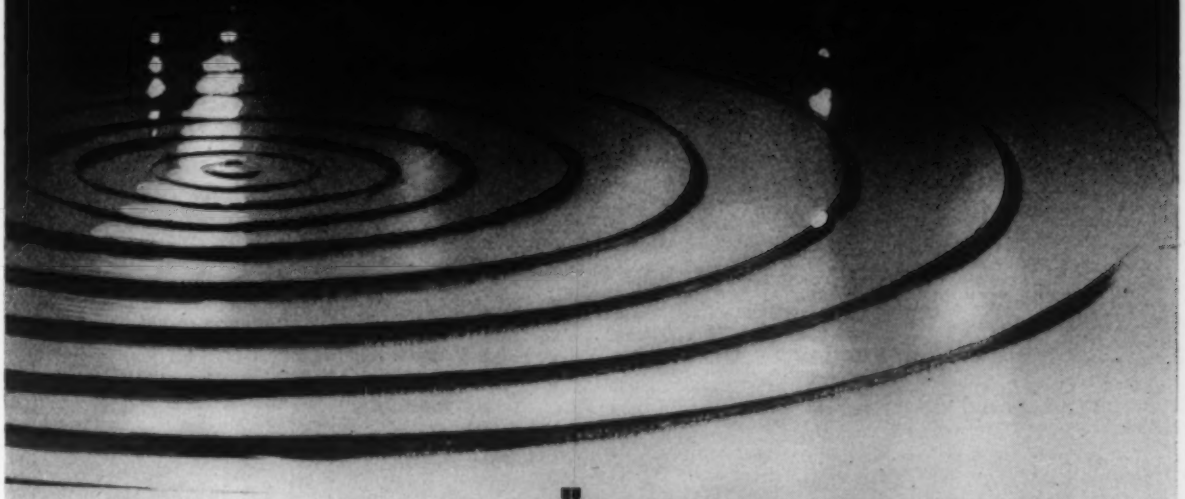
Kate Smith's Drive

KATE SMITH and Ted Collins, her producer-director, whose record-making 21-hour War Bond drive over WABC recently netted more than $2,000,000, hope to better their record in a new drive that is believed to be the first 24-hour dawn-to-dawn appeal, on WJSV, Washington, from 6:01 a.m. Wednesday, Oct. 28, to 6 a.m. Thursday, Oct. 29. More than 121 CBS stations will carry the appeals at various intervals. Kate Smith comes to Washington at the invitation of the Treasury Dept. which has officially named Oct. 28 as "Kate Smith Bond Day." A staff of secretaries will assist the singing star and her producer-director and 50 telephones have been installed to receive calls.

KVOS Gets Extension

DENYING a request by KVOS, Bellingham, Wash., for special authorization to operate immediately on 790 kc., the FCC on Oct. 20 extended until April 30, 1943 the date for completion of construction already authorized. The permit provides for new equipment, new transmitter site, directional antenna, increase of power from 250 to 1,000 watts and change of frequency from 1230 to 790 kc.

THE PEBBLE AND THE MILL-POND



Half the fascination of throwing a pebble into a mill-pond is to see the concentric circles it makes . . . out and out and out, to the surrounding shores. When you put your sales-message on KDKA, it operates the same way. Its 50,000 watts reach out and out and out, taking in not only Pittsburgh, the giant of steel, but the 2,000 war-busy towns within its perimeter. Reach the whole region . . . do the whole job with KDKA . . . simultaneously and at a single cost.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

Our McDonald...

WJSV's baseball broadcaster, Arch McDonald, has a manner with a microphone. Now Washington, D. C.—and WJSV—have extra good reason to be proud of Arch. For nine years he's been a city favorite... and just recently *Sporting News* named him the nation's best baseball mike-man.

This is not Arch's only blue ribbon for 1942. In recent months he's turned his unique announcing style to war-bond sales—to the tune of $300,000 worth. And that means bonds bought and paid for... not just pledges.

Arch McDonald is not the only WJSV prize-winner, either. Such stars as Bob Trout, Arthur Godfrey, Larry Elliot, Warren Sweeney, Hugh Conover, were also born and bred of our special taste for talent. It's popular personalities like these—backed by adept programming—who give extra *selling* punch to WJSV's 50,000 watts of power in this wealthiest per-capita market.

WJSV ★ **WASHINGTON'S 50,000 WATT STATION**

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

NBC Picks Miller For New War Post

Bertha Brainard to Assist In Program Department

WILLIAM BURKE MILLER, NBC Eastern program manager, has been appointed to the newly-created position of war program manager by C. L. Menser, NBC vice-president in charge of programs, who also stated that Bertha Brainard, NBC manager of program and talent sales, will serve as Mr. Miller's assistant in the program department. Both Miss Brainard and Mr. Miller will continue in their present capacities with the network.

Mr. Miller

Miss Brainard

Mr. Miller will serve as liaison in his new assignment between program department and the various offices of the Government, and will have under his jurisdiction all matters concerning the programming of NBC's war activities. With NBC since 1927, Mr. Miller created the network's first special events department, and has also served as NBC night manager and director of talks. His promotion to Eastern program manager was announced earlier this year.

With NBC since its formation in 1926 and in the radio industry since 1922, Miss Brainard was formerly commercial program manager and later NBC manager of program sales.

Navy Day Plans

FIRST wartime celebration of Navy Day Oct. 27 is being observed with special programs on NBC, Mutual and the BLUE the two days prior to that date. Last Sunday, NBC presented an hour program consisting of 20 separate pickups from ships at sea, naval battle stations and other secret locations around the world where the Navy is in action. The Oct. 26 program of *Cavalcade of America* on NBC will be dedicated to Navy Day with an original drama "In The Best Tradition," starring Orson Welles. Secretary of the Navy Frank Knox and Admiral Ernest J. King spoke on Mutual Oct. 27 from Navy Day dinners in New York and Chicago, and the BLUE broadcast talks by Rear Admiral John Downes and Admiral Wm. D. Leahy from the Chicago and Washington dinners that evening.

BARRY WOOD, singing star of the CBS *Hit Parade*, and "Treasury Troubadour" of the Treasury Dept.'s War Bond drive, on Oct. 24 left on a tour of principal cities in Canada on behalf of the Dominion's "Victory Bond" campaign.

Peabody Awards Will Provide New Prizes, Deadline Dec. 15

DEADLINE for 1942 George Foster Peabody Radio Award applications will be Dec. 15, the NAB announced last week. At the same time it disclosed two new classifications for this year's awards—one each to local and regional stations. The 1942 awards will be announced in April, 1943.

Reacting to resentment which arose last year when networks received most of the citations, the Advisory Committee has established an award for the program or series by a regional station "which made an outstanding contribution to the welfare of the community the station serves". A similar award will be made to a local station.

Four other Peabody prizes, retained from the two previous years, are for outstanding reporting of news; entertainment in drama; entertainment in music; outstanding educational programs. The prizes are awarded by the Henry W. Grady School of Journalism of the U of Georgia, in cooperation with the NAB.

Who May Submit Entries

Entries may be submitted by individual stations, networks, radio editors of newspapers and magazines, listener groups or any person or organization wishing to nominate a program. The board will not be restricted to entries, however, in making the awards.

According to the instructions issued by the NAB, entries must be sent to the Henry W. Grady School of Journalism, U of Georgia, by Dec. 15. Forms are available at NAB headquarters, Washington, or at the university. One transcription may accompany an entry.

Peabody Awards were first made in 1941 for the year 1940. Winners are picked by the advisory committee composed of Bruce Barton, BBDO; John H. Benson, AAAA; Dr. Ralph Casey, director, U of Minnesota School of Journalism; Jonathan Daniels, editor Raleigh *News and Observer;* Mark Ethridge, general manager, *Louisville Courier-Journal* and *Times;* James H. Jackson, literary editor, San Francisco *Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher; Edward Weeks, editor, *Atlantic Monthly;* Mrs. Beatrice Sawyer Rossell; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody.

Awards in the Past

Awards were established by Mr. Peabody, a successful New York banker, who gave much of his money for education and social enterprises. Previous winners were:

1940, CBS; WLW, Cincinnati; WGAR, Cleveland; KFRU, Columbia, Mo.

1941, Alfred Wallenstein, MBS; NBC's U of Chicago *Round Table of the Air;* Sandra Michael and John B. Gibbs, *Against the Storm;* Norman Corwin's *The Bill of Rights;* with special awards to Cecil Brown, CBS, and to the international shortwave broadcasters as a whole.

Sterling Revamped

TO MAKE POSSIBLE a transformation of Sterling Products Inc., Wilmington, Del., from a "holding" to an operating company, a meeting of the company's stockholders voted recently to change the company's name to Sterling Drug Inc. Sterling's many well-known brand names will be retained, and advertising programs remain unaffected. The Sterling name may appear for the first time on packages.

SHARE-THE-RIDE partners are star and agency producer of the weekly BLUE program, *In Person, Dinah Shore.* With gas rationing just around the corner, duo solves gas and tire problem with this two-seated midget racer. Co-workers on the series, sponsored by Bristol-Myers Co. (Mum), are Miss Shore and Bill Lawrence, Hollywood producer of Pedlar & Ryan Inc., agency servicing the account.

MGM TO USE SPOTS FOR NEW PICTURE

METRO - GOLDWYN - MAYER, New York, in line with a policy of expanding its radio advertising, will use an extensive schedule of spot announcements in November, in connection with the national release of "For Me & My Gal".

Announcements will be placed on a varying number of stations in 50 key cities, with additional spots placed by local distributors in smaller communities where the picture opens. National campaign follows a local New York drive, completed this week, which included spots on WMCA WOR and WJZ, and a five-weekly live interview program on WHN, New York.

MGM will also experiment with a platter program thrice-weekly on WGN, Chicago, in behalf of "White Cargo," for a 13-week period, in connection with the film's premiere in that city. If successful, a similar program, using recorded music by name bands, will be used nationally.

MGM radio plans are the most extensive in its history, according to a company spokesman. Donahue & Coe, New York, handles the account.

Cranberry Firm Opens Drive on 19 Stations

ANNUAL pre-christmas campaign of the American Cranberry Exchange, New York, got under way Oct. 11, with a schedule calling for one-minute announcements, and participations on home economics programs from two to three times weekly on 19 stations.

Wartime ways to cook fresh cranberries using any one of three sugar-saving substitutes, are stressed in the commercials. Announcements, on behalf of Eatmor Cranberries, are starting on varying dates, on KLS WFBR KSO WMT WNAX KLZ WIRE KWTO KGGF KFAL KSTP KOAM KFBD KMMS KBUR WDMJ CFRB WMBH CJOR. Radio is being used in conjunction with approximately 200 newspapers. BBDO, New York, handles the account.

Kolynos Placement

KOLYNOS Co., Jersey City, which recently appointed Joseph Jacobs Jewish Market Organization to handle advertising for its toothpowder in the Jewish field, on Oct. 19 started a twice-weekly quarter-hour program on WEVD, New York, featuring Menashe Oppenheim as the *Doctor of Mirth & Song.* No further radio in this special market has been planned as yet.

WLW Hearing Nov. 26

POSTPONEMENT until Nov. 26 on the Commission's motion was announced Oct. 19, day when hearings were set on the application of WLW, Cincinnati, for an increase of power to 500,000 watts, until local sunset, and 50,000 watts night, using the transmitter of experimental station W8XO.

XUM

David Is Appointed As FCC Realigns Legal Department

War Work Gets Attention; Plotkin, Harris Named

RESHUFFLING of the FCC legal department, to give special emphasis to agencies dealing with war problems and to fill vacancies resulting from the loss of key executives, was completed last Friday with promotion of three members of the division.

Mr. David

Nathan H. David, former assistant to Chairman Fly and more recently principal attorney in charge of legal war activities, was appointed assistant general counsel in charge of the War Problems Division. He has headed this division since he returned to the FCC in February after a special assignment as radio liaison officer with the old Office of the Coordinator of Information (Donovan Committee), now merged into the Office of War Information.

This appointment, raising the status of the FCC special officer for war problems, is in line with the Commission's efforts to place special emphasis on meeting emergency problems.

Others Appointed

The Commission last Friday also appointed Harry M. Plotkin as chief of the litigation and administration division and Donald M. Harris was named principal attorney. Mr. Plotkin, formerly chief of the litigation and motions section, will handle duties once administered by Charles R. Denny, new FCC general counsel, while Mr. Harris fills a job vacated two weeks ago when Rosel H. Hyde became assistant general counsel in charge of broadcasting [BROADCASTING, Oct, 12, 19].

FCC's legal department shakeup began Sept. 23 when Telford Taylor, general counsel, resigned to go on active duty as a major with the Army Signal Corps. A week later Lucian A. Hilmer, assistant general counsel in charge of broadcasting, left for war service with the Board of Economic Warfare.

Mr. Denny, appointed to succeed Maj. Taylor, left vacant the post of assistant general counsel in charge of litigation and administration. This work will now be handled by Mr. Plotkin, Harvard graduate who has been in the Commission's Legal Division since January, 1940, originally as a member and later as chief of the litigations and motions section.

Mr. Harris, an Amherst and Columbia graduate, with FCC since 1941, will now be principal attorney, succeeding Rosel Hyde.

NBC TOUR ROMANCE
To Climax When Ex-Page Wins His Wings

AN NBC TOUR last summer started the romance that will lead to the altar an Atlanta girl who, while on a Radio City tour, met Larry W. Marks, former NBC page boy, now a cadet in the Air Corps Training School at San Antonio. Cadet Marks will marry Marjorie Briggs when he soon receives his commission as flying officer. He is co-author with Dick Charles, another page, of two hit songs, "Mad About Him, Sad Without Him, How Can I Be Glad Without Him Blues" and "No One Ever Comes Around to My House."

OWI Station Relations Now Headed by Husted

K. WALLACE HUSTED, former general manager of WLOL, Minneapolis, has been named chief of the station relations division of the Radio Bureau of the Office of War Information. In this capacity he will be charged with supervising and maintaining close liaison with the 17 regional consultants appointed recently [BROADCASTING, Oct. 19].

Mr. Husted

Mr. Husted in an informal session Oct. 29 in Nashville, will meet with five district consultants to discuss the purposes and plans of the station relations program. This session will precede the NAB district meeting on the following day and the five consultants expected to attend are: Truman Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Glenn T. Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis. Others attending the session will be Douglas Messervey, assistant chief of OWI's Radio Branch, and Carl Haverlin, special station relations consultant.

HUDDLED OVER a script is the trio which makes the weekly NBC *Jack Benny Show* tick. Ninth consecutive season was launched on Oct. 4 under sponsorship of General Foods Corp. (Grapenuts Flakes). Talent-production combination (l to r) includes Jack Benny, star of the show; Robert Welch, Hollywood producer of Young & Rubicam; Walter Bunker, NBC production representative.

Survives Plane Crash

R. W. SIDENBERG, former research department head at WHCU, Ithaca, who enlisted in the Army last December, is one of the survivors of the recent American Export Lines ferry plane crash in Newfoundland. He was serving as Army courier with the American Embassy in London.

WHITE IS NAMED DIRECTOR OF BMI

FRANK K. WHITE, vice-president and treasurer of CBS, elected a member of the board of directors of BMI at a board meeting in New York last Tuesday. Mr. White replaces Mefford R. Runyon, former CBS vice-president who is now a lieutenant-commander in the Naval Reserve, as the CBS representative on the BMI board.

Resignation of Walter J. Damm, general manager of WTMJ, Milwaukee, as a board member was also announced by BMI, which said that a successor will be elected at the next board meeting. Mr. Damm's resignation was caused by pressure of business at his station.

Other board members will continue for another year. They are: Neville Miller, president of BMI and also of NAB; John Elmer, head of WCBM, Baltimore; Leonard Kapner, manager of WCAE, Pittsburgh; Paul W. Morency, manager of WTIC, Hartford; William S. Hedges, NBC vice-president.

Bad Fall While Hunting Injures Frank E. Hurt

FRANK E. HURT, owner of KFXD, Nampa Ida., was treated for a serious leg injury that cut short an elk hunt in the rugged Luchsa River country of Northern Idaho last week. He suffered a six-inch gash which severed an artery when he fell from a log in a high canyon. A companion aided him in the 1½-mile walk back to the camp. There Mr. Hurt was confined for 40 hours awaiting arrival of horses to take them out, and then had to ride 22 miles on horseback and 300 miles by car to get a doctor. He became temporarily blind and fainted several times from loss of blood on the hike back to camp, only the presence of his companion saving his life. The physician said last week the leg would be saved. The party bagged three elk, a large six-point bull shot by Mr. Hurt being the largest.

Injured by Gunshot

LEW CROSBY, Hollywood announcer on the four-weekly BLUE *Lum & Abner*, sponsored by Miles Labs. (Alka Seltzer), is in the hospital after shooting off a big toe while cleaning his gun.

WFVA Loses 3 Days

WFVA, Fredericksburg, Va., was off the air three days when a 46-foot flood buried the local powerplant Oct. 16-18, and cut off the station's power supply. No damage was done either to the transmitter or the studios.

Publishers Using Los Angeles Time

Press Group Sponsors Joint Circulation Campaign

UTILIZING radio as a circulation builder for its member metropolitan publications, Los Angeles Newspaper Publishers Assn., Los Angeles, on Oct. 19 started using a total of 65 transcribed announcements weekly on 16 stations in that area.

List includes KFWB KECA KFI KMPC KMTR KRKD KFVD KHJ KNX KGFJ KFAC KIEV KPAS KWKW KFOX KGER. Contracts are for 26 weeks, with placement through Dan B. Miner Co., Los Angeles. D. D. Durr, chairman of the newspaper publishers association, is also manager of its advertising committee.

Campaign Plans

Los Angeles Examiner, in a general promotion campaign and to stimulate reader interest in special features, on Oct. 8 started using an average of 21 transcribed one-minute announcements weekly on each of 15 Southern California stations, KFAC KFWB KFOX KPAS KMTR KFVD KWKW KRKD KGER KPRO KXO KPMC KFMB KVOE KFXM. Others will be added to the list. Contracts are for 13 weeks. Allied Adv. Agencies, Los Angeles, has the account. Howard Esary is agency account executive.

Los Angeles Times on Oct. 19 started sponsoring a weekly quarter-hour dramatic series, *Eye Witness News*, on KECA, that city. Contract, placed direct, is for 26 weeks. Under a similar arrangement, the *Times* on Oct. 18 started for 26 weeks a weekly quarter-hour news commentary featuring Dr. Polyzoides on KHJ, Hollywood. *Los Angeles Daily News* sponsors the weekly half-hour studio audience participation *Bombardier Quiz* on KHJ, which started Oct. 8 for 13 weeks.

FCC Acts on Two CPs

SHORTAGE of material and manpower was the reason given by the FCC Oct. 21 in announcing its proposal to deny the application of WBRE, Wilkes-Barre, Pa., for a construction permit for a satellite station in Scranton to operate simultaneously with WBRE, using 100 watts. FCC gave the same reason for announcing at the time its proposal to deny a construction permit to West Allis Broadcasting Co. for a new station in West Allis, Wis. to operate on 1480 kc. with 250 watts, day only.

Shreddies on Coast

NATIONAL BISCUIT Co., Los Angeles (Shreddies), in an eight-week campaign which started Oct. 19 is using daily transcribed one-minute announcements on seven Pacific Coast stations. List includes KNX KHJ KPO KJBS KQW KOIN KIRO. Agency is Botsford, Constantine & Gardner, Los Angeles.

HERE'S a circus stunt that requires teamwork from all sides to do the job perfectly—teamwork between people, between horses, and between horses and people. In the three-ring circus of business that is war-time Baltimore, you'll find WCBM and the BLUE NETWORK offering you excellent teamwork, too. Teamwork in fine programming, in complete coverage, and in real economy. Team up with WCBM and the BLUE for your most economical major network buy in Baltimore.

WCBM

BLUE WCBM NETWORK

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco
John Elmer, *President*
George H. Roeder, *Gen. Manager*

BALTIMORE'S BLUE NETWORK OUTLET

Notes and Observations on British Radio

War Expansion of BBC; Newspapers Still Profitable; Effects of Blitz

MARTIN CODEL, publisher of BROADCASTING, *has just returned from a trip to the British Isles, specially authorized by British and American authorities to enable him to study radio operations under wartime conditions. He flew over early in September on a bomber, returned on a transport plane. His cabled dispatches were published in preceding issues. This is a roundup of other observations, passed by the censorship, which he brought back with him from London.*

LONDON—Advertising as we hear it on the air at home isn't permitted on the BBC, which operates very much like a private corporation but is a Government-chartered monopoly Government-owned. This leaves the promotion field pretty much to other media, chiefly the newspapers and magazines, especially since the Nazis seized Radio Luxembourg, which operated with some 200,000 watts on the 200 kc. longwave and which, along with the powerful standard wave Radio Normandie in France, enjoyed enormous audience in the British Isles before the war.

Both stations carried commercial programs, the sponsors being largely British concerns aiming their advertising at the British buying public. Especially on Sundays, when during the regime of Sir John Reith as BBC director-general the schedules were noted for their austerity and dullness, listeners were more inclined to tune in Normandie or Luxembourg than BBC.

Like all other radio stations in conquered Europe, both are now mere whistling posts for Herr Goebbels—and as such enjoy no audience here worthy of mention. They're seldom heeded even out of curiosity any more, for if the Nazi radio says anything worth repeating it is well recognized that its closely monitored utterances will be quickly and faithfully reported by the British radio and press.

What Newspapers Look Like

NEWSPAPERS in London and in other big cities here, formerly as hefty and as replete with news features and advertising as the biggest American dailies, are now down to rationed four, six, eight or at most 10 pages. Formats are very much the same as before the war, with emblazoned headlines over very abbreviated news stories; only the news from the major fronts of the war, or something like the coal problem or a debate in Parliament over Lord Strabolgi's provocative article in *Colliers* on British generalship, are reported as fully as a large American daily would report them. Large display ads are conspicuous by their absence, for advertising space is rationed even to old customers like department stores.

The newspapers make no bid for additional circulation for the simple reason that they cannot get more than fixed allotments of newsprint. The hotel porter does you a great favor to deliver copies of the *Times, Mail, Express* or *Standard* which usually are soon unavailable from the newsstands or from the relatively few newsboys (always, like cab drivers, old men) at relatively few corners.

AMERICAN FORCES headquarters in London sees frequent parleys like this by Gen. Dwight (Ike) Eisenhower, commanding general of our forces in the European theatre (center), with Lt. Com. Harry C. Butcher, his Naval aide (right), and Maj. Ernest R. Lee, his Army aide. Com. Butcher formerly was CBS Washington vice-president.

Kind of Advertising

ADVERTISING is largely brand name and institutional in character, with the Government's various ministries among the largest buyers of space—for recruiting, bond selling, food advice, fuel "communiques" and the like. Rotated among various advertising agencies, the Government advertising campaigns are handled like any other commercial campaigns—and just as cleverly and effectively.

Though seldom allocated space more than 2 columns wide by 15 inches deep, copy seems sprightlier and more readable than it was in peacetime. Deft copy devices are used by commercial concerns to urge the public to keep using their products while at the same time remarking that perhaps those products cannot be bought because of shortages or rationing; "austerity" is the term used here to connote the universal tightening of belts caused by shortages and the rationing of just about all necessities.

Newspapers Still Profitable

DESPITE rationed space to advertisers and the inevitably reduced total lineage, which is down to about one-fifth of peacetime, no newspapers have gone to the wall; indeed, most if not all of them are doing better financially than they did in the lush days just preceding the war, according to *World Press News*, the trade journal of the publishing business. Its publisher told me that advertising rates have gone up some 70%; that reduced newsprint allotments and ceiling costs plus combined deliveries have cut down a major item of production cost; that much smaller payrolls are carried due to the fact that so many editorial, advertising and plant employes (more than 60% of peacetime averages) have been called into war services and have not been replaced.

What Happens to Profits

EVEN SO, profits are at record levels. Take the case of Lord Beaverbrook's *London Daily Express*, which with its daily circulation of more than 2,500,000 is one of the most widely circulated newspapers in the world. Its report on what happened to earnings points up a corporate example to our own radio and newspaper businesses, now that our tax bill has been passed and President Roosevelt has undertaken to limit spendable income to $25,000 for any single individual. (Here all corporate profits over a fixed amount are taken over by the Government, with some rebates due to be given after the war; a man earning $5,000 a year pays at least $2,000 personal income tax; and it takes personal incomes into seven figures to earn the maximum allowed net income of around $28,000—so that many, many people are living on capital.)

London Express Newspaper Ltd., publisher of the *Daily Express, Sunday Express* and *Standard*, reporting on its earnings for the year ended last June 30, frankly told its readers in an editorial the other day where those earnings went. The year's profits, after providing for taxation, depreciation etc., were about $710,000, which was about $4,000 more than the preceding year. This $710,000 was left after taxes amounting to $2,260,000. A final dividend of 2½% on Ordinary A shares was recommended, making the year's rate 5%.

Inasmuch as the company is closely held and the personal tax rates of the shareholders can be calculated, the *Express* told its readers that after taxation of the payments made to the Ordinary shareholders they would receive a net income of about $28,000 from the enterprise. The shareholders thus were left a spendable income of $28,000 out of more than $700,000 of net profits!

"What is the chief need of capitalization?" asked the newspaper in its editorial, and answered it with, "To sustain the Government and pay for the war."

Such enormous taxation is taken as a matter of course here; no squawks, no regrets. We've seen nothing yet at home to compare—but we probably will.

Paying for Broadcasting

BRITISH newspapers, having no stake in radio as so many have at home, take frequent occasions to needle the BBC, just as our newspapers used to do—playing up the ills or errors of radio, the attacks upon it in Parliament (where a lot of newspaper proprietors sit as members of Commons or Lords) and the expenditures for the broadcasting structure. That has died down recently, however, for BBC's finances are no longer made public due to the large sums spent on its war services, notably its well-geared international broadcasts.

Certainly the 10 shillings ($2) tax collected last year from the 8,625,579 license-paying radio set owners (many still don't pay and are quarries of frequent collection drives that often lead to court prosecutions) do not begin to pay for the enormously expanded BBC structure, now employing some 12,000 persons as against only about 2,000 before the war.

Compare this with our own American industry's fulltime payroll of about 25,000 (exclusive of artists

and musicians) in our network organizations and our nearly 900 more or less individually-owned stations—and remember that all the British Isles don't embrace as much area as New York State.

In Many Tongues

THE GROWTH of BBC is a wartime phenomenon and the size of its staff is not surprising when you consider the European Service and the Overseas Service with their separate vast staffs of executives, newsmen, translators, announcers, program builders, engineers etc. They broadcast in just about every tongue—in English, in all the European and most of the Asiatic languages, and even in the strange jargon Afrikaans.

Moreover, the wartime expansion has required the use of at least 25 office buildings scattered over London, not to mention the dozen regional and sub-regional studio setups in the provinces, all with their own staffs. The expansion and location of plant structure and engineering personnel is, of course, a closely guarded secret for obvious reasons.

Two Domestic Systems

CHIEFLY, however, the BBC's service, so far as the ordinary listener is concerned, is domestic. Since the war, the old national and regional structures, the latter permitting regionalized broadcasting comparable somewhat to that done by our own regional stations, have been replaced by two networks that are entirely national. One is called the Home Service, and its programs, broadcast to the whole country on three standard waves and one shortwave (locations and powers of stations unmentionable), are intended primarily for the audience in the British Isles.

The other is called the Forces Service and is carried on two standard waves and one shortwave. It was initially designed for the British forces then in continental Europe, and it carried the bulk of the lighter stuff, the message-from-home programs and the like.

Since Dunkirk, the nomenclature has not been changed, though actually the two networks now give the listener a choice of two programs, except for the fixed news periods at 7, 8, 1, 6, 9 and midnight which are piped simultaneously over both. Occasionally, also, other programs, such as a momentous speech, will be carried on both networks, and more than often a program highly popular on one will be repeated within the week on the other.

The British Program Day

THERE IS REALLY little difference between the two networks, except that it might be said that the Forces wavelengths generally carry the more popular features, the Home Service the heavier stuff—just as NBC used to dump its talks and other sustainers onto the BLUE before their separation into two different entities. Neither network carries a streamlined program balance such as we expect from our competitive chains; they don't try to compete for audience (which might be a good thing), so that one will appeal to one segment of listeners while another appeals to another. The staffs are not separate at all.

This is a typical day's program listing (for Monday, Oct. 5), as reprinted exactly from the *London Times*, which carries them perhaps a bit more completely than do the other more tight-spaced dailies; none, incidentally, attempts to give radio programs the easy-to-read up-and-down listings American dailies carry, which largely accounts for the more than 2,600,000 circulation of BBC's enormously profitable weekly *Radio Times:*

HOME SERVICE

203.5m., 393.1m., 449.1m., and 49.34m. [1474 kc., 763 kc., 668 kc., 6080 kc.]

7 a.m., Time; News. **7.15**, Records. **7.30**, Physical Exercises. **7.50**, Records. **7.55**, Morning prayers. **8**, News. **8.15**, The Kitchen Front. **8.20**, Records. **9**, London Studio Players. **9.30**, Talk on life in Scotland. **9.45**, Cecil Chadwick (organ). **10.5**, Schools. **10.15**, Service. **10.30**, Coventry Hippodrome Orchestra. **11**, Schools. **12.20**, B.B.C. Orchestra.

1, News; postscript (recordings). **1.30**, Records. **1.50**, Schools. **3.10**, B.B.C. Singers. **3.30**, Orchestre Montmartre. **4**, Records. **4.30**, Freda Townson (contralto). **4.50**, Records. **5**, News and a talk in Welsh. **5.20**, Children's Hour.

6, News and announcements; Scottish News-summary. **6.30**, News in Norwegian. **6.45**, Moiseiwitsch piano recital. **7.15**, I'll Be Back; play by Allan Jeayes. **7.35**, Westminster and Beyond; a talk. **8**, Monday Night at Eight. **9**, Big Ben; Minute for Reflection; News. **9.20**, Professional Portrait—Miner; talk by Harry Williams. **10.5**, Menges String Quartet. **10.45**, News in Gaelic. **10.50**, Maurice Winnick and his Orchestra. **11.35**, A reading. **11.40**, Denise Lassimonne (piano). **12**, News.

PROGRAMME FOR THE FORCES

342.1m, 296.1m., and 49.86m. [877 kc., 1013 kc., 6017 kc.]

6.30 a.m., Records. **7**, News. **7.15**, Records. **8**, News. **8.15**, Records. **9**, Home Service. **9.45**, Cecil Chadwick (organ). **10**, B.B.C. Revue Orchestra. **10.30**, Home Service. **11**, R.A.F. Station Dance Band. **11.40**, Ernest Leggett and the Continental Players. **12.10**, Sandy Macpherson (organ). **12.30**, E.N.S.A. concert. **1**, News. **1.15**, Sylvia Marriott (songs). **1.30**, Miscellany, produced by Leslie Bridgmont. **2**, Records. **2.30**, Derby Borough Police Band. **3**, Eric Winstone and his Band. **3.30**, Home Service. **4.30**, Carroll Gibbons and the Boy Friends. **5**, Small Change (recording). **5.15**, Programme for members of anti-aircraft and balloon barrage units. **6**, News and announcements; Scottish news-summary. **6.30**, Weekly news-reel for Canadian Forces. **7**, Interlude. **7.5**, Programme for members of the U. S. Forces. **7.35**, Jack Payne with his Orchestra. **8.20**, B.B.C. Northern Orchestra. **9**, Big Ben; Minute for Reflection; News. **9.20**, Baseball from U.S.A. **9.35**, Dance-Band Championship. **10.5**, Sandy Macpherson (organ). **10.30-11**, Primo Scala's Accordion Band.

The Program Structure

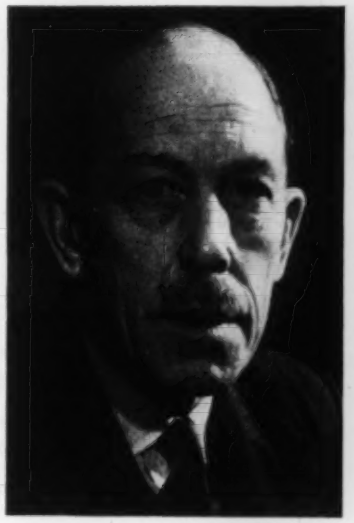
THE FOREGOING listing is typical of the British domestic broadcasting day, and the program titles are generally self-explanatory. Note the large number of record periods, which refer only to programs using recordings, largely of American orchestras and soloists. Transcribed programs, prepared specially for broadcasting, are not listed as such but they are numerous, and no effort is made to deceive the audience into thinking they are actually live studios shows.

Note also the news and talks in Welsh, the Scottish news summary, the news in Norwegian and news in Gaelic—on the Home Service; the weekly newsreel for the Canadian forces, the 7:05 p.m. nightly program for the U. S. forces (a sports summary by young Sgt. Bill Carey, of Chicago, working for the weekly doughboys' newspaper *Stars & Stripes*, published here) and the baseball from U.S.A. (a direct rebroadcast from New York of the day's World Series summary)—on the Forces Service.

It is easy to see that such programs will appeal to only a small fraction of the residents here—in the case of news in Norwegian to perhaps a mere handful, if any—but the Home and Forces wavelengths are just about the only ones available for these specialized jobs and the home audience is sacrificed for them. At first such shows as *Command Performance*, not carried on our domestic stations or networks but designed primarily for shortwave transmission to our boys all over the world, and Bob Hope and Jack Benny were intended primarily for the forces—but they have proved so popular with the British audience that they are actually highlights of the day's listening in many a British home.

Listeners Are Critical

UPON VISITING British homes and talking with many Britons, one observes that they seem inclined to be even more critical of BBC programs than American listeners are of their own—and that's saying a lot. For what American



MR. R. W. FOOT

SIR CECIL GRAVES

JOINT DIRECTORS-GENERAL OF BBC, responsible to a board of seven governors who have appointive powers over their positions and those of BBC's seven so-called controllers or heads of divisions, are Sir Cecil Graves and R. W. Foot. Two of the governors are members of Parliament and Parliament appoints the governors. The joint setup is a wartime expedient, with Sir Cecil, a former Army officer, concentrating on programs and Mr. Foot, former general manager of Britain's Gas Light & Coke Co., working on the administrative end.

BRAINS BEHIND BRITAIN'S highly efficient European Service, which broadcasts in more than a score of languages on multiple wavelengths around the clock to thousands in Europe who risk their lives to listen, are I. A. Kirkpatrick, controller of the European Service (left), and Noel Newsome, his deputy (center), the latter a recent visitor to America to arrange for fuller collaboration with our radio authorities. Mr. Kirkpatrick, a diplomat formerly in the Berlin embassy for Great Britain, is the man who identified Rudolf Hess after the deputy Nazi fuehrer landed by parachute in Scotland. They are here shown with R. W. Foot, joint BBC director-general, at a recent art exhibit of paintings by BBC staff members.

listener hasn't a pet peeve of one sort or another against radio, and where will you find anyone at home who will hesitate at the drop of a hat to express his free opinion about any or all programs?

There isn't much inclination toward advertising by radio for the simple reason that, except for the former broadcasts from Luxembourg and Normandie, they haven't had many tastes of it. Commercial broadcasting isn't an issue here and isn't likely to be for a long time to come, if ever; probably never, if the newspaper proprietors, after the war, continue to sway the enormous influence they do now.

The complaints heard are largely against the dullness of BBC's average output. In fairness it must be said that since the advent of Sir Cecil Graves as joint director-general, and with BBC maintaining offices in the United States and constantly sending emissaries to America to study our radio methods, a real effort is being made to increase the popularity of the schedules by giving listeners more and more in the way of real entertainment.

'Mr. Smith' Speaks His Mind

AT THE CABLE office where these dispatches were filed, the branch manager, after reading the first of them, asked whether this reporter would like to have a candid opinion from "Mr. Smith, Londoner," as he styled himself. Now this is a free country and everyone says what he darn well pleases (in Hyde Park, anyone can still let off steam on any subject—and does, even in these war days), and these opinions may be just this chap's own. But he wrote them out as follows and said he hoped they would be published somewhere, so they are here printed for whatever they may be worth:

"BBC during peacetime suffered by the fact of its being a monopoly. Its position toward the listener was expressed when one official, in his official capacity, actually said 'The public is going to get what we choose to give them, not what they want.' That was a nice state of affairs, especially when you were forced to pay ten shillings per year to listen to utter tripe, and if you did not pay your license fee you were pinched. I used to pay just for the privilege of listening to foreign broadcasts, never listened to London if possible to avoid it, except for its news bulletins.

"Sunday radio in pre-war Britain was lousy. It was church sermons all day or miserable talks nobody wanted to hear. So we listended mostly to Europe, especially to Luxembourg and Normandie and Paris and Holland even with their advertising. I am willing to bet 50 pounds that not one in a thousand listened to pre-war Sunday broadcasts of BBC, and weekdays weren't much better though there were some slight variations when they put on some passable programs.

"Generally speaking, BBC treated the public like a lot of kids. One great feature of BBC, however, which commanded the respect of all classes, was its news. Then as now it gave us straight uncolored news. They have no ax to grind for particular readers. You hear people still say they don't believe what they read in the papers but they will wait for the BBC news bulletins to get the truth.

"You know what you hear on the BBC are carefully checked facts, even now in wartime. If BBC says a thing is right it is right. That gives the public confidence.

"Today BBC is also doing well entertaining our bored troops and weary war workers and is putting over home consumption propaganda such as urging the public to use less fuel. Until after the war the public won't realize the vitally important work presently being carried out by BBC's various foreign service broadcasts and its propaganda in dozens of languages."

This chap, who constantly contacts foreign correspondents, was one of the very few who told me he would welcome "publicity" programs, as he called advertising sponsorship, but he was one of many who asserted he would like to see competition introduced here after the war. Otherwise, he added, BBC officials might return to the old attitude of giving the public what they think it should have rather than what it wants.

When the Blitz Struck

BROADCASTING House, the magnificent shell-within-a-shell home of BBC in Portland Place, came through the 1940 blitz with only one direct hit, though its facade is blistered with shrapnel marks from bombs that wrought havoc in the immediate neighborhood.

This is the same section from which NBC was forced to vacate bombed premises twice, one of the bombings causing severe injuries to Fred Bate, now in charge of NBC's international services in New York. CBS moved three times. Both still have their offices in the same section, however, for they must necessarily be nearby so that their reporters can negotiate the blackout to the studios on the double-quick at all hours of the night. Midnight here is 7 o'clock in the evening in New York, it must be remembered.

Direct Hit Killed Seven

THE BOMB that hit Broadcasting House came in slantwise, landed on the fourth flour and exploded, after some minutes, in the music library, killing seven persons, injuring others and blowing several floors of the inner shells into a shambles. But you would scarcely know it today, for an amazingly clean repair job has been done. Now the former gleaming white structure is camouflaged a dull color and would be a difficult target indeed for an enemy bomber. The wonder of it was that the Nazi dive bombers failed to hit it more often during the horrible days of fall and winter 1940, for it stood out so strikingly in its area.

Nearby are many vast cavities where once stood fashionable hotels and apartment buildings. Across the street, thoroughly gutted and now mere shells of their once proud glory, are Queens Hall, where BBC formerly staged its musical shows, and St. George's Hall, where all BBC variety shows were staged before invited audiences. These were both ancient and honorable theaters whose passing was mourned by all Londoners.

Today BBC, in addition to operating from some 25 office and studio buildings all over London, also uses three other theaters and one former giant skating rink for stu-

NOW IT'S 'RADIOGENIC'

British Adopt Term for Microphone Trait

THE BRITISH have an uncommonly good word for that nebulous thing which we here call "radio personality". The word is *radiogenic*. By common consent, President Roosevelt and Winston Churchill, utterly different in their microphone manner, seem to be regarded as the most radiogenic broadcasters in the world.

Both are great orators whose every word is eagerly awaited by the radio audiences of both nations, if not of the world. Both have a remarkable "radio sense" which keeps them from overdoing their broadcasts; neither will speak on the air except after long intervals of silence for the good and sufficient reason that it is excellent psychology not to be heard too often.

Undoubtedly their high offices have a lot to do with the eager heed accorded all their broadcasts, but the experts agree that even if they weren't leaders of world powers during a great crisis, they would always command vast audiences by reason of the fact that they both possess that intangible quality called radiogenic.

THE 'BRAINS TRUST' is England's counterpart of our *Information Please*, but the British version is more discursive and treats with such relatively abstruse questions (in profound but witty manner) as *How do you explain the mystery of size? Why can't there be men as small as mice, and mice as large as men?* or *By what arguments may man be concluded superior to women?*

Guests are invited on the weekly panel, which is repeated from transcriptions so that those who might miss the Tuesday night broadcast can hear it Sunday afternoon. This is a typical panel (l to r): Com. A. B. Campbell, retired Navy officer who like John Keiran knows a little about lots of things, especially nature study, and is a regular; Dr. Malcolm Sargent, a savant appearing as guest; Donald McCullough, the Clifton Fadiman of the show, called the Question Master; Lt. Com. Thomas Woodroofe, guest; Howard Thomas, producer of the show; Prof. C. E. M. Joad, London University professor who knows and can talk a lot about everything and who is also a regular. Weekly guests include outstanding British personalities and occasionally an American like Quentin Reynolds.

SGT. BILL CAREY goes before the BBC mikes every evening at 7 to broadcast five minutes of sporting news, including interviews with noted athletes now with the forces, to our vast army of troops in the British Isles. Though he is neither a former broadcaster nor a newspaperman, this Chicago lad has an extremely pleasing radio style which should assure him a good job on anyone's station after the war. He is attached to the *Stars & Stripes*, weekly newspaper of the doughboys published in London and edited by Maj. E. M. Lewellyn, former Seattle advertising agency owner well-known as a former buyer of time in the Northwest.

XUM

SWIM
where the water's
FINE!

Sales are where you find them and they're being found in greater volume than ever before in the resource-rich area of East Texas, North Louisiana and South Arkansas. That's why alert advertisers are buying KWKH for dominant coverage of this rich oil and gas market . . . a market with 30,000 producing oil wells and more than 300 million dollars of war construction. KWKH stands in the heart of the area . . . holds an influential hand on the purse-strings of more than 300,000 radio families.*

*CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000

Member South-Central Quality Network

Ask Branham Company for details

CBS 50,000 WATTS

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET

dios. Their names and locations are secret, and the stages in several of them are underground and reasonably safe from bombs. In one of them I visited, a famous theater of the Victorian era where some of Britain's most famous Thespians once trod the boards, the Royal Box is now a control room and the star's dressing room is an office for producers, scriptwriters and secretaries.

Audience shows are now rare, though the seats are still there. All over the place, so it seemed, were cots and double-deckers where the staff slept during the blitz and where some now sleep occasionally rather than attempt to go home in the suburbs during blackouts.

Not a single moment of broadcast time was lost by BBC during the blitz, not even when nearby buildings shook and microphones often seemed near the blasting point from the noise.

BBC's System of 'Dispersal'

ONE IMPORTANT new broadcast method that grew out of the blitz experience is what BBC calls its "dispersal" system. Variety troupes and performers (vaudeville) do their shows from Somewhere in Wales; symphonic music and religious programs are piped from a South Midlands town; educational and children's programs are staged in Bristol. There is also the extensive foreign monitoring service, located in a remote spot in the West Midlands.

(For some unaccountable reason, the censorship permits naming the Bristol location, but not the others.)

During an average week the BBC's secret Variety Valley, as it has been called, will present two dozen or more programs on the Home and Forces wavelengths. The reason for getting the artist away from London is obvious; the show must go on, from one place or another, come what may. BBC intends to maintain its record of losing no time on the air due to bombings.

The townsfolk at these dispersal points love it, for they are welcomed as audiences. Forced to live in propinquity for weeks at a time, tempermental artists often get into one another's hair, and are frequently the despair of the BBC managers. But the scheme works well if the performers can secure leave to go to London often enough.

These dispersal points are in addition to BBC's regular regional studios and offices at Birmingham, Bristol, Manchester, Edinburgh, Glasgow, Cardiff and Belfast, all of them manned by full staffs, and its sub-regional offices with smaller staffs at Plymouth, Carmarthen, Bangor, Aberdeen and Newcastle.

Equipment, Girl Operators

LEASE-LEND material from America is evident all over the BBC's plants. Most of the recording apparatus is of American make. The engineers are vitally important men in this wartime setup. But they talk very little, for their operations, especially at the transmitters, are perhaps the most secretive of all—quite properly so. As in America, they have been called into military service by the hundreds and it isn't easy to get deferments for them even though radio is better recognized as an arm of warfare here than at home.

Between 400 and 500 women operators, all put through a special BBC school, are employed at the controls and girls have been found especially adept at recording work. Radio operators licenses are not required by the British Government for work in studio control rooms or transmitters.

Radio Monitoring Service

OBSCURE but none the less important—and a monument to FCC Chairman Fly's foresight in establishing it, along with the excellent service he has set up in the United States—is the London office of the Federal Broadcasting Intelligence Service, the monitoring arm of the FCC. It is headed by Peter Rhodes, former UP war correspondent, and its compact but efficient news staff includes Dwight Mallon, formerly a newscaster on WKRC, Cincinnati.

Because BBC's monitoring service is so extensive, doing a far better job of covering Europe's wavelengths than we possibly could, the FCC's job here is largely liaison and news processing. It gets BBC's full reports, running into a million or more words a day, plus all the news ticker services, and it prepares a summary report for the proper American authorities here and in Washington. This news service is one of the best extant, and obviously most important.

BBC through the Ministry of Information daily makes available to newscasters and accredited foreign correspondents a summary of its daily monitoring report, which is replete with newsworthy items and background information as culled from the broadcasts picked up by its big West Midlands listening post. No effort is made to doctor the Nazi and other broadcasts heard; they are just as faithfully reported as other news.

This gold-mine of material, none of it containing data of value to the enemy, who put it out, and little of it dangerous to security, might well be made available, along with summaries of the FCC's own monitor pickups, to the American radio and press. It would round out the world picture for our newscasters and commentators, let alone our columnists, and there is no earthly reason why either FCC or OWI should continue to hold it secret.

British Imitation of 'Army Hour' Seen As London Asks for Format of Program

ESTABLISHMENT of a radio branch in the public relations department of the British Army and production of an English equivalent of the *Army Hour* is under consideration, according to advices received here.

Lt. A. M. Wharfield, former research specialist with C. E. Hooper now on the public relations staff of the Army in London, in charge of radio, reported last week to Lt. Col. E. M. Kirby, in charge of the Army's Radio Branch that British staff officers had discussed with him the creation of such a department. Emphasis was placed upon production of an English *Army Hour* to be shortwaved to the far-flung forces of the empire.

Sample scripts and an explanation of the modus operandi of the *Hour* have been provided the British staff, along with data with respect to the Radio Branch functions. *The Army Hour*, now in its 22d week, is rated as the dominant daytime program of the week. It has a Hooper rating of between 8 and 9, and, it is estimated, costs approximately half a million dollars at regular costs for one year's presentation.

Lt. Wharfield reported that the British plans in general "will parallel those of our radio branch and among other things they hope to develop an English equivalent of the *Army Hour*.

"Apparently their whole staff is much impressed with the success of the Army Hour and are eager to know its formula. I have told them what I could about it, but they have asked for any descriptive material which may have been released on the program."

In the 22 weeks since the *Army Hour* began on NBC, there have been a total of 1200 telephone calls and 2000 long-distance teletype messages. There have been 87 domestic pickups and 33 foreign.

Extensive use of teletype and telephone is required because of the careful planning entailed in the program and to avoid revelation of military secrets. The program is regarded by the War Department as a "military mission". Pickups have been made from every continent and the more important United Nation headquarters.

OUR WAR DEPT., the OWI and Judge Landis all lent their cooperation to BBC in broadcasting direct commentaries from New York or St. Louis each afternoon after the recent world series (early evening in England) so our troops could get the news. Bill Newton, NBC special events, was in charge of the broadcasts, in which even British listeners evinced great interest. In the BBC booth at the games were Mel Allen (holding mike); Roy Lockwood, BBC producer (center); Don Dunphy, who did the commentaries and introduced such guests as Hank Greenberg, Bob Considine, Bill Corum, Red Barber and others. This special service within a few minutes after each game was in line with policy of Sir Cecil Graves, joint director-general, to "give American listeners and particularly those in uniform, what they want to hear while in Britain."

OCCUPIED NATIONS TO CLEAR PROGRAMS

TO COORDINATE the American radio activities of occupied countries, International Radio Relations has been formed with New York offices in the General Motors Bldg., 1775 Broadway. Announcement was made last week by Henri Milo, member of the executive committee of France Forever, who serves as legation relations director of the new group, charged with field work and contact between stations and official legations of the countries involved.

Coordinating director in the New York office, is H. Emory Ellis, who has received leave of absence for the duration from WAAT, Newark, where he served as program director, having previously been radio director of Klinger Adv., New York.

Official members of the organization are the exiled governments of Axis-held countries, as distinct from the United Nations, including Fighting France, Netherlands, Czechoslovakia, Belgium, Poland and Greece. China, Denmark and Luxembourg will join shortly.

With the primary purpose of stimulating American sympathy towards countries invaded by the Nazis, the IRR will serve as a clearing house for news of "underground" activities, interviews with prominent foreign personalities, and other program material which might further an understanding of the occupied countries. The IRR itself solicits no funds and is not concerned with commercial time.

Defense Disc Planned

AS PART of an educational campaign, transcriptions dramatizing activities of a defense industry family, will be cut in Hollywood and distributed to approximately 400 Defense Councils nationally, according to Ralph Block, assistant regional director of civilian defense, Ninth Area San Francisco. In charge of the division of advice and counsel, he was in Hollywood in mid-October to conclude program details during a series of conferences with American Federation of Radio Artists, Radio Writers' Guild and Hollywood Victory Committee.

XUM

FIGHTING WORDS

– *from our fighting men*

. . . delivered on every front by Western Electric equipment

"Get the message through!" is the tradition of men in the Signal Corps. More than 5,500 of them are from the Bell System.

OUT of peace-time telephone making come war-time telephones like these. On every front, they keep the armed forces in contact.

In the air, on land and water and under the sea, they give commanders control of operations . . . multiply the effectiveness of every fighter.

Like the men who use them, they are tough and dependable. They come from Western Electric, for 60 years manufacturer for the Bell System.

Western Electric

ARSENAL OF COMMUNICATIONS

ARMY E NAVY

FCC REJECTS WNYC FULLTIME REQUEST

PROLONGED consideration of the application of WNYC, New York, for permission to operate fulltime on 830 kc., ended Oct. 21 when the FCC denied the request of the municipally-owned station, thus preserving the clear channel now occupied by WCCO, CBS-owned Minneapolis outlet.

In the course of proceedings, the FCC issued proposed findings and conclusions last Feb. 11, rejecting the request on grounds that it would interfere with WCCO's secondary area. Commissioner George H. Payne dissented, declaring that WNYC would not interfere with WCCO in Minneapolis and Minnesota.

Mayor LaGuardia personally appealed for the extension in operating time. Last week's order, however, makes the earlier findings and conclusions final. Commissioners Payne and Walker dissented.

Harry Butcher Shortwaves Greetings To WJSV On Its Tenth Anniversary

Photograph on page 20

GREETINGS via shortwave from its best-known alumnus, now stationed 3,000 miles away in London, were a highlight of the special program WJSV, Washington, presented last Tuesday, on the occasion of its tenth anniversary as a CBS affiliate. The speaker was Harry C. Butcher, former CBS Washington vice-president, who was WJSV's general manager at the time it joined CBS and now, as a lieutenant commander in the Navy, is aide to Gen. Dwight Eisenhower, commander of American Forces in the European Theatre.

Recalls Old Times

With Bob Trout, now London correspondent for CBS and also an alumnus of WJSV, he reviewed old times at the Washington station and extended greetings to his family and friends across the Atlantic. He said:

"Many things have happened since that night ten years ago, not only in radio but in the world. When that switch was thrown to join the new WJSV to the Columbia network little did we know that the network and the station would carry such news of world events as have transpired. Now we must hope and work and fight so that the future news of World War II will become more favorable, so that some day of some year, you will be privileged to hear over your radios that all of us, by doing whatever we can, wherever we are, will have brought the war to a successful conclusion and to world-wide and lasting peace.

"Over here everyone is keeping everlastingly at the job and, judging from the news from America, you are, too. Our 40-hour week is more like a 40-hour half-week, but our satisfaction is our real pay. Gen. Eisenhower, as the commanding general of the European theatre, has had no days and few hours off for so long that he wouldn't know what to do with a free day if he had it.

"Over here we have been treated with the utmost hospitality by the British. The American forces in the British Isles constitute the greatest invasion these Isles have ever undergone—but it is one of good neighborliness.

"When Americans reach that pitch of sacrifice, hard work and perseverance consistently and quietly practiced by the British, then we really will be hitting our stride. After all, there is nothing wrong with us that a good victory won't cure."

The program was presided over by A. D. Willard Jr., general manager of WJSV, who was sales manager of the station in 1932 and whose voice was the first to be heard over the station during the dedication ceremonies then. Other WJSV alumni taking part in the commemorative program were John Charles Daly, former WJSV announcer, now chief CBS special events announcer out of New York, and former WJSV Announcers Warren Sweeney and Hugh Conover, both stationed at New York.

Ed Remembers

ED MURROW, CBS London commentator, on a recent shortwave program, appealed to his countrymen to support the Community and War Chest campaigns in America. Then native Tar Heels from Greensboro, N. C., Murrow's home town, straightened in their chairs as they heard him add that his sponsors would turn over his entire fee to the Greensboro Community and War Chest.

George B. Longan

GEORGE B. LONGAN, 63, president and general manager of the employe-owned *Kansas City Star*, operating WDAF, died of a heart ailment Oct. 16 in Kansas City. He was one of the prime movers in the establishment and direction of WDAF whose manager, H. Deane Fitzer, is one of the employe group which pooled resources and purchased the *Star* and its station in 1926 from the estate of William Rockhill Nelson. Mr. Longan started with the *Star* as a $4-a-week reporter. He was also a director of the Associated Press.

SPECIAL AP radio wire of Press Assn., New York, has been acquired recently by WSUI, Iowa City., KSD, St. Louis; KVOO, Tulsa; WGH, Norfolk; KMO, Tacoma; WOI, Iowa City.

WITH WSIX to clear the way, well-planned sales campaigns in the Nashville area right now are scoring heavily.

Blue STATION

Business was never better in the rich Nashville market. On WSIX, with its 5,000-watt power and 980-kilocycle frequency, you hit this market with a medium that delivers the punch of proven popularity.

For availabilities, wire the station or
SPOT SALES, INC., NATIONAL REPRESENTATIVE

5000 WATTS — WSIX "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

I'VE BEEN SOLD ON USING THE AIR TO KEEP A TERRITORY UNDER CONTROL EVER SINCE MY OLD BOSS BEGAN USING THE COWLES STATIONS
SURE — THEY'VE GOT THE AIR-POWER AND THE SELLING-POWER THAT MAKES IT EASIER TO REACH AN OBJECTIVE
THEY SERVE OVER 6,000,000 PEOPLE — IN A HIGH-INCOME AREA THAT PRACTICALLY LIVES BY RADIO
PEOPLE YOU CAN REACH AT LOW GROUP RATES — AS LOW AS $61.50 FOR A DAYTIME QUARTER-HOUR
WMT
CEDAR RAPIDS · WATERLOO
KSO
DES MOINES
THE COWLES STATIONS
KRNT
DES MOINES
WNAX
SIOUX CITY · YANKTON
REPRESENTED BY
THE KATZ AGENCY

New Protest Seen On XEAW Activity

Collins Station on 1050 kc., Still Violates Treaty

FOLLOWING its successful protest against operation of the Mexican-border station XEAW on 1010 kc. [BROADCASTING, Oct. 5], the State Dept. last week, upon being advised that the Carr Collins sation had shifted to 1050 kc. instead of the Treaty-authorized 1570 kc. assigned to Mexico, prepared to file another formal protest with the Mexican Government. Operating on 1050 kc., the station, located at Reynosa, is reported to be causing serious interference in this country in violation of the Havana Treaty, notably to the 50,000-watt WHN, New York.

The reason why Mexico permitted XEAW to shift to 1050 kc. is obscure, inasmuch as that channel had been assigned to XEG, Monterrey, said to be controlled by Junco de la Vega, editor of the *Monterrey El Sol*, in addition to being used by WHN. No reports have been received as to the effect of the new operation on XEG.

Vacated 1010 kc.

Previous reports were to the effect that XEAW, authorized to use 100,000 watts but believed to be using lesser power, had been required to vacate 1010 kc., which the FCC has assigned to KLRA, Little Rock. The Mexican Ministry of Communications was said to have voiced no objection to its operation on 1570 kc., but Mr. Collins, head of Crazy Water Crystals Co., Mineral Wells, Tex., worked feverishly to avoid use of that frequency because it did not have the coverage possibilities of frequencies lower in the broadcast band.

When Mr. Collins came to Washington to consult with FCC and State Dept. officials in an effort to secure their approval to use of a lower frequency, they gave him no comfort whatever. On the contrary, they entered vigorous protest gainst his projected shift to 1010 kc since that frequency is designated as a Canadian I-A with Cuba having a secondary outlet on it and this country having assigned KLRA to it as a Class II outlet under the Treaty.

The State Dept., it is understood, insists that XEAW's operation on 1050 kc. violates the Havana Treaty on not less than five points.

Florida Citrus Budget

SPOT RADIO will be included in media to be used this season by Florida Citrus Commission, Lakeland, Fla., which has announced an advertising appropriation of more than $1,000,000 for its record-breaking crop of oranges, grapefruit and tangerines. No details have been worked out as yet for the radio campaign, according to Blackett-Sample-Hummert, New York, agency in charge.

GOSSIPING ABOUT Betty Lou, the imaginary youngster on the weekly NBC *Tommy Riggs & Betty Lou* program, sponsored by Lever Bros. (Swan soap), are star of the program and these Hollywood agency officials. Confabbers (l to r) are Glenhall Taylor and Tom Harrington, Hollywood manager and vice-president in charge of radio, respectively, of Young & Rubicam, servicing the account; Tommy Riggs, featured on the show, and Al Scalpone, in charge of commercial copy for that agency.

BUCKNELL U TURNS TO RADIO

Time Paid For by Three Radio-Minded Trustees To Dramatize Campus Life

WITH its third broadcast, *Inter-American Youth For Victory*, aired Oct. 17, 1:35-2 p.m., on Mutual, Bucknell U of Lewisburg, Pa., takes its place among the more progressive institutions of higher learning in its use of radio.

Though the university is not new to the air—having broadcast various special events programs over major New York and Philadelphia stations in recent years—it started something new this year with dramatizations of university life via radio presented by the faculty and students in time bought and paid for by three "radio-minded" members of the university's board of trustees.

Started in Spring

The first of these broadcasts was carried by WOR, New York, locally, on April 26 of this year. Titled *Bucknell Goes to War*, it carried to New York alumni as well as to the metropolitan listening public news of how the university campus had geared itself to wartime conditions through thoroughly-organized civilian defense activities, through the voluntary curtailment of about one-half of former student activities in order to concentrate on war work, and through participation in the physical fitness program.

When Bucknell adopted the new "war-accelerated" course plan now in effect at a majority of colleges and universities, another half-hour program was broadcast July 19, 1942, on KYW, Philadelphia, and KDKA, Pittsburgh. This broadcast dramatized the accelerated term which cuts the three-month summer vacation down to a few weeks and substitutes a summer term from June through September, thus increasing the time of the regular college course from six months to one year.

So far as the records show, Bucknell is the only university in the United States to interpret and explain this important new educational development and its relation to the war effort by means of a radio program. This same broadcast also treated student participation in the war effort and paid a tribute to Bucknell men in the armed services, including Edward M. Miller, first Bucknell alumnus to die in action in World War II.

Federal Cooperation

An Inter-American Conference, held on the Bucknell campus Oct. 23-26 with cooperation of the Office of the Coordinator of Inter-American Affairs, furnished the occasion of the Oct. 17 broadcast. The program presented wartime university life in this country as seen through the eyes of a South American girl on the Bucknell campus.

Scripts for all three broadcasts were written for the university by Anita Grannis, publicity director of the Edward L. Wertheim Agency, New York, which handles the Bucknell account.

Well Satisfied

Moving spirits behind Bucknell's use of radio are said to be Dr. Arnaud C. Marts, president, and Lee Francis Lybarger Jr., alumni secretary of the university. Dr. Marts was one of the founders of Marts & Lundy, New York firm which specializes in fund-raising campaigns for colleges, universities, churches and other educational and philanthropic institutions. Lybarger in his promotional work for Bucknell makes constant use of transcriptions, color printing and motion pictures of college life, two of which were requested by the State Department for use in Chilean and Argentinian colleges to give young *Sudamericanos* an idea of what goes on in North American educational institutions.

Bucknell officials express as being well-satisfied with the results of their paid radio programs.

Bucknell makes a feature of its Radio Workshop and has a fully equipped control-room on the campus through which weekly student programs are fed to WKOK, Sunbury, Pa. WKOK, owned by the Sunbury Broadcasting Company, was formerly WJBU, one of the early university-owned radio stations operated by Bucknell for several years after 1926.

FCC OKAYS SALE OF THREE OUTLETS

TRANSFERS of three Southern stations were approved Oct. 20 when the FCC acted favorably on applications of KPAB, Laredo, Tex.; WJZM, Clarksville, Tenn.; WMSL, Decatur, Ala.

KPAB was sold by Mervel M. Valentine, electrical engineer, president and owner since the license was granted Feb. 9, 1938 to the Laredo Broadcasting Co. for $14,500 and assumption of outstanding debts. The new licensee company is composed of Howard W. Davis and W. W. McAllister, partners in KMAC, San Antonio, as president and secretary-treasurer, respectively, and J. K. Beretta, San Antonio and Laredo banker, as vice-president. A second application of the Laredo Broadcasting Co. for a new station with the same facilities was dismissed.

The Commission authorized transfer of WJZM, Clarksville, Tenn., for the second time this year. Under this deal, Roland Hughes, who acquired the station from William and Violet Hudson June 8, 1942, sells to William Kleeman, local Coco Cola executive, for $25,000, part in cash and part in assumption of notes held by the Hudsons.

The third decision allowed acquisition of WMSL by the Mutual Savings Life Insurance Co., Decatur, Ala., previously holder of 26⅔% of the stock. The insurance company purchased for $4,000 a 40% interest held by Clarence J. Calhoun Jr., one of the group leasing WGST, Atlanta. Ownership of WMSL now rests with the Mutual Savings Life Insurance Co., which holds 66⅔%, and William Bryan McAfee, attorney, and vice-president of the insurance company, who holds the remaining stock.

Wolf Heads Rockhill

STANLEY J. WOLF, formerly secretary-treasurer of Rockhill Radio, New York production firm, has been elected president, succeeding Joseph Tennenbaum, resigned. Replacing Ralph E. Schneider, who has resigned as vice-president, is Arthur W. Alsberg, for the last five months script-writer at Rockhill and previously scripter of the CBS Fred Allen programs, who has also served in the advertising department of Schenley Distillers Corp., New York. New to Rockhill are two men formerly associated with Miller Broadcasting Service, operators of the Miller tape recording device. A former sales executive of the latter firm, Fred Freeman, has joined Rockhill as salesman, while Wally Wolsky has assumed the duties of chief engineer, a title he also held at Miller. Mr. Wolsky replaces Douglas Hawkins.

Just add an announcer ..and serve

Circumstances today make urgent the need for radio programs that are easy and thrifty to handle.

United Press radio news features meet that need. There are sixteen of them—all delivered ready for broadcast. All you need do is add an announcer—and serve.

As for sponsorship—here's what stations themselves report:

DAILY CHUCKLES
"Sponsored 5 nights a week."
—WROK, Rockford, Ill.

DESIGN FOR WARTIME LIVING
"One of the best features of the time."—KMYR, Denver, Colo.

HIGHLIGHTS OF WEEK'S NEWS
"Sponsored since we subscribed to U. P."
—WTJS, Jackson, Tenn.

IN MOVIELAND
"Sponsored 6 nights a week for the past year."
—WSJS, Winston-Salem, N. C.

IN THE WOMAN'S WORLD
"Compliments from both sponsor and his customers."
—WJPR, Greenville, Miss.

ON THE FARM FRONT
"Sponsor has renewed."
—KIDO, Boise, Ida.

SPEAKING OF SPORTS
"Sponsor's sales in territory up 60 per cent."
—WICA, Ashtabula, O.

TIME OUT
"Human interest feature of the week."
—WGKV, Charleston, W. Va.

TODAY'S AMERICAN HERO
"Especially good. Sold as separate program."
—WCFL, Chicago, Ill.

TODAY'S WAR COMMENTARY
"Has proved a money-maker for sponsor."
—KWIL, Albany, Ore.

WE COVER THE BATTLEFRONTS
"Excellent feature—on regular schedule."
—KPMC, Bakersfield, Calif.

WEEK END BUSINESS REVIEW
"Contract renewed for indefinite period. Many compliments."
—KWKH-KTBS, Shreveport, La.

WOMEN IN THE NEWS
"Sponsor noticed results immediately in sales to new customers."
—WDAN, Danville, Ill.

WORLD AT WAR
"Very, very good."
—WWL, New Orleans, La.

WORLD IN BRIEF
"Fool-proof. Basis for important commercial broadcast."
—WBZ, Boston, Mass.

YOUR FOOTBALL PROPHET
"Sponsored for entire season."
—WDLP, Panama City, Fla.

United Press

HOLLYWOOD TALENT PLANS WAR EFFORT

PUSHING mobilization of radio talent to aid the Government in the home front war effort, Hollywood Radio Section of the Advertising Council staged its first mass meeting Oct. 23 in NBC studios, that city, with approximately 200 attending. Sidney N. Strotz, member of the council executive committee and western division vice-president of NBC, presided. He was pinchhitting for Jack Smalley, Council chairman and Hollywood manager of BBDO, who was out of town.

Nat Wolff, Hollywood deputy chief of the OWI, told artists how they can function as a voluntary agency to give proper impetus to Government messages.

To channel news through one source and thus eliminate confusion, Joe Alvin, assistant publicity director of NBC Hollywood, was named chairman of the Council's publicity committee, the appointment being made by Mr. Smalley. On the committee are Andy Kelly, CBS; Fair Taylor, Mutual-Don Lee; Milton Samuel, BLUE; Harold J. Bock, NBC; Matt Barr, KFI-KECA; Leon Gutterman, KFWB; Alice Belding, KMPC; Harry Kerr, J. Walter Thompson Co.; Carroll Nye, Young & Rubicam; Virginia Lindsey, Tom Fizdale Inc.; Bernard Milligan, Earle Ferris Assoc. In an advisory capacity as representatives of radio trade publications, on the committee are Dave Glickman, BROADCASTING; Jack Willen, *Radio Daily;* Jack Hellman, *Variety.*

Because the Council feels their experience and ideas can contribute materially to success of the broadcasting industry's all-out war effort, radio publicists were invited to join with talent.

CAB Plans Convention

ANNUAL convention of the Canadian Assn. of Broadcasters has been announced for Feb. 15-17 at the King Edward Hotel, Toronto. This will be the ninth annual convention of the CAB.

FRIENDLY ENEMY

WGBF Executives Are Rivals For Political Post

COMPETITORS in politics only are Clarence Leich, Republican candidate for County Councilman at Evansville, Ind., and Guy Crecelius, Democratic candidate for the same post.

Ordinarily the two see eye-to-eye, for Clarence Leich is manager of WGBF-WEOA-W45V, Evansville, and Guy Crecelius is sales manager of the stations.

A & P Apple Spots

GREAT ATLANTIC & Pacific Tea Co., New York, through its local dealers, has been placing spot announcements on 26 stations in the Midwest and East for red apples, on a six-a-week basis. Transcribed and live announcements are used, for a two-week period only. Paris & Peart, New York, handles the account.

Foster May Adds Color to Election

WOW Newscaster Is Running Against Senator Norris

ALREADY boasting one alumnus as a member of the United States Senate in the person of Chan Gurney of South Dakota, ex-WNAX, radio may possibly get another in the November elections in the person of Foster May, the newscaster of WOW, Omaha, who is described as adding exceptional color to Nebraska's campaign in an article in the Scripps-Howard newspapers by its political correspondent, Thomas L. Stokes. Writing from Omaha Oct. 16, Mr. Stokes reports:

"A goggle-eyed, half-pint radio announcer, who looks somewhat like Harold Lloyd, the comedian of silent-film days, and somewhat like Kay Kyser, the band leader, is raising particular political hell in this State.

"Foster May, 37 years old, is the son of a Methodist minister. He can't weigh much. He's a voice behind a big pair of horn-rim spectacles. He affects dash in his manner, and flash in his clothes.

"He aims high. He aspires to the seat in the United States Senate filled notably for so many years by Sen. George W. Norris, now 81. He won the Democratic nomination from a large field that included Rep. Coffee.

"Sen. Norris was thinking seriously of retiring this year. One story here is that he took one look at the radio announcer and changed his mind. The Senator is running as an Independent.

Wows the Women

"Foster May is adept at the folksy-wolksy stuff which already has lifted one gentleman to the Senate in the person of "Pass-the-Biscuits Pappy" O'Daniel of Texas. Mr. May uses no hillbilly band. He sizes up as a sort of milk-and-water variety of the Huey Long-Gene Talmadge-Gerald K. Smith school of self-annointed apostles to the people.

"He definitely lacks their rough-and-tumble virility, but makes up for this omission by a wiry sort of energy wrapped about a determined core of egoism that lets itself out over the air, like a whirring dynamo, in a staccato voice which, for several years now, has made the average Nebraska farmer, his wife and family feel that they are right in the midst of national and world affairs.

"Especially the wife. He appeals particularly to women—and women do vote . . .

"But political analysts in this State confess themselves stumped at the moment, all because of the intangible factor in the radio voice—which is a strange commentary on politics and voters, but there it is."

Another ST. LOUIS LEADER Selects KSD

Recently Union-May-Stern, one of the leading furniture stores in the United States, selected KSD for its entire St. Louis Radio advertising appropriation.

Another largest advertiser of its kind in St. Louis and shrewd buyer of advertising is The Forum. This popular restaurant serves more meals than any other cafeteria in the state.

The Forum has made a contract, using KSD exclusively in their St. Louis radio advertising.

It is significant that both of these keen value-discerning buyers of advertising should make KSD their choice of the seven St. Louis stations.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

TUNE IN
THE CLEVELAND ORCHESTRA
Saturdays, 5:00-6:00 P. M., E. W. T.
WGAR AND STATIONS OF
THE COLUMBIA BROADCASTING SYSTEM
Dedicated to the Four Freedoms

Encore . . . from Cleveland

From Maine to Melbourne, from London to Lima .... people around the globe listened to last season's world-wide broadcasts by Dr. Artur Rodzinski and the celebrated Cleveland Orchestra . . . *and asked for more.*

So it is that WGAR, which underwrote those concerts, announces a second series of special radio performances by this internationally famous symphonic organization. Beginning October 24th, there will be a full-hour broadcast each Saturday, originated by WGAR for Columbia stations from coast to coast and for short wave throughout the world.

Perhaps the philosophy of American Radio seems strange to some. For instance, we have been asked what it gains a single radio station to back such a venture. Perhaps the answer is in the pride we at WGAR have in doing the job well . . . and the responsibility we feel in living up to such honors as our Variety Award for Showmanagement and our Peabody Award for Distinguished Service.

RADIO IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

KDKA, WBAL Complete Contracts With AFRA

AMERICAN Federation of radio artists has negotiated contracts with KDKA, Pittsburgh, and WBAL, Baltimore, the talent union announced after an executive board meeting at which the contracts were approved. They were described as standard AFRA contracts, providing for guild shop, wage increases, etc.

AFRA also announced that the Portland, Ore., local has elected Hartley Sater as president and Peggy Williams as executive secretary.

Plans for putting into effect the clause in the union's national contracts providing for a revision of the minimum wage scale in line with increased costs of living [BROADCASTING, Sept. 28] are being held in abeyance pending an analysis of the recent national wage stabilization order by AFRA counsel.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

PORTENDING serious interference to at least a half dozen clear channel stations in the United States and several in Canada, the Mexican Government has authorized XER, at Villa Acuna, across the Rio Grande from Del Rio, Texas, to increase its power from 75,000 to 500,000 watts, which will make it the most powerful station in the world. XER is controlled through a Mexican corporation by Dr. John R. Brinkley, former Milford, Kan., station operator. It was granted the right to operate alternately on the mid-channels of 735 and 655 kc., and U. S. stations on adjacent channels have filed protests with the State Department.

•

CHAN GURNEY, secretary-treasurer of WNAX, Yankton, S. D., has been elected vice-president of the Yankton school board.

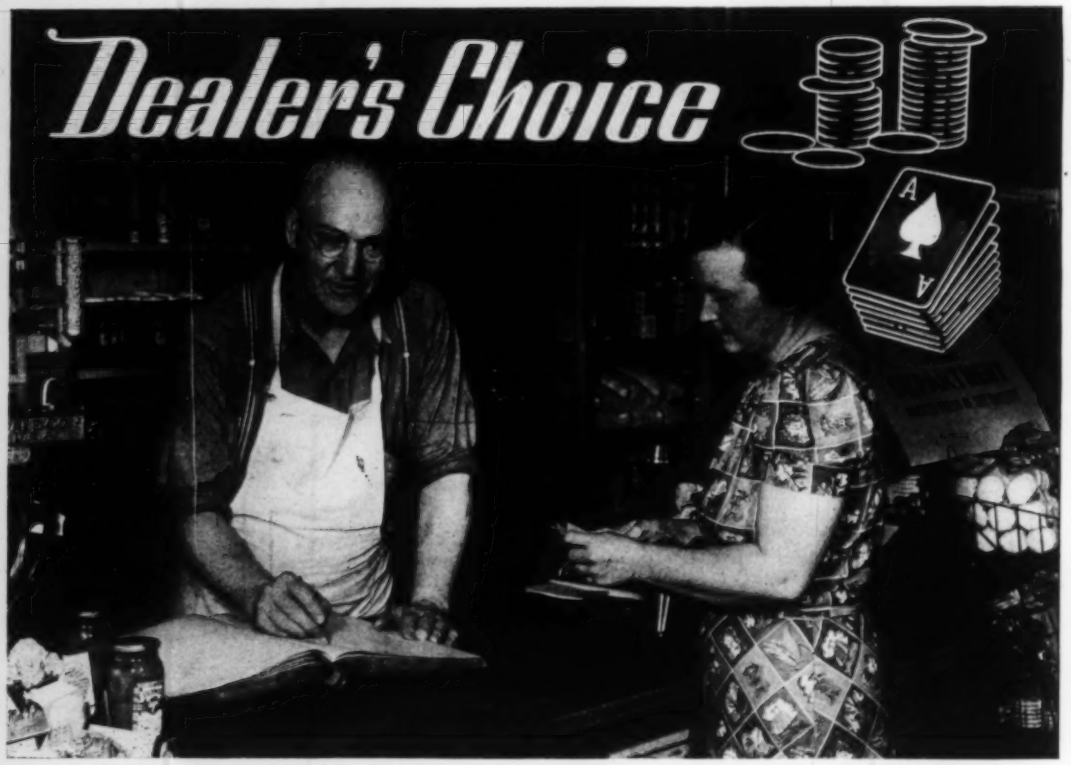
WIDENING of the broadcast band, to make available to North America seven additional channels of 10 kc. width lying below 550 kc., has been proposed by the Canadian delegation to the International Radio Conference at Madrid. The plan has been endorsed by both Mexico and Cuba.

•

KSO, Clarinda, Ia., one of the group of Iowa stations owned by the *Des Moines Register & Tribune*, on Nov. 5 will join the NBC-WJZ network. The station recently was authorized to move into Des Moines but faces a protest court appeal by WMT, Waterloo, Ia.

•

WASHINGTON's new CBS outlet, the revamped 10,000-watt WJSV, Alexandria, Va., will go on the air with a full schedule of network programs on Oct. 20. At the same time WMAL will leave CBS and operate independently.



Whether behind a stack of chips or behind a counter, the dealer plays the game where percentages are in his favor.

DEALERS IN MERCHANDISE throughout Kansas and five adjoining states are quick to sense the increased percentages in their favor when products are advertised over WIBW.

"I can tell the minute a manufacturer starts to advertise on WIBW," says one dealer. "My customers begin asking for his product *by name*. Wish you'd tell them to let me know in advance when they're going to start, so I can build up my stock to meet the demand that always comes."

To do the most effective . . . most economical selling job in Kansas and adjoining states, take this "on the spot" advice from dealers who *know*. *Use WIBW to get action!*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CONSTITUTING the largest independent network ever arranged, 26 stations will broadcast the weekly programs of Fr. Charles E. Coughlin, beginning Oct. 16, when the militant Catholic priest resumes his radio work, Sundays, 4-5 p.m. (EST).

•

BLAYNE BUTCHER, formerly with WLW, Cincinnati, has joined the announcing staff of WCAU, Philadelphia, succeeding Owen Cunningham, recently promoted as assistant to Horace Feyhl, studio manager.

•

TRUMAN BRADLEY, formerly with CBS in New York and KMTR, Hollywood, has been signed as regular announcer for WBBM, Chicago. He also takes the role of "Brad" in the *Easy Aces* program on CBS.

•

A. D. WILLARD, formerly with WCAO, Baltimore, and at one time part owner of a Baltimore advertising agency, has joined the staff of WJSV, new CBS Washington outlet.

•

J. L. VAN VOLKENBURG, formerly radio director for BBDO in Chicago, has been appointed commercial manager of KMOX, St. Louis.

•

MILTON BLINK, general manager of Universal Radio Productions, Chicago, and Mrs. Blink, are parents of a baby girl, Judy Robin, born Sept. 24.

•

PURNELL H. GOULD, commercial manager of WBAL, Baltimore, and Miss Eloise Ewens White, prominent in Baltimore social circles, were married Oct. 8 and will spend their honeymoon in the South.

•

LLOYD C. THOMAS, formerly commercial director of the Westinghouse stations, has been appointed commercial manager of local station sales for NBC, with headquarters in New York.

•

J. H. NEEBE, vice-president and general manager of CKOK, Windsor-Detroit, announces the appointment of W. H. Taylor, formerly vice-president of Campbell-Ewald, Detroit, as special representative of CBS on the staff of the station.

•

PHIL MERRYMAN, formerly with WRC, Washington, has joined the operating staff of WJSV, Alexandria, Va.

•

M. S. NOVIK has been appointed director of WEVD, the Socialist station in New York.

•

HARBEN DANIEL, young graduate of Vanderbilt University, has been assigned by WSM, Nashville, to take charge of its merchandising service, instituted by J. Leslie Fox, recently appointed commercial manager.

•

JOSEPH CHAMBERS, technical supervisor of WLW, Cincinnati, has become engaged to Miss Cecilia Byron, of Ft. Thomas, Ky.

•

FRANK CROWTHER (Red Cross) manager of WSPA, Spartanburg, S. C., has been transferred by Virgil Evans, owner of various Southern stations, to WBHS, Huntville, Ala., as manager.

•

WARREN SWEENEY, announcer and concert pianist of WMAL, Washington, and Mrs. Sweeney are the parents of a daughter, born Oct. 6.

•

MYRON J. BENNETT, who recently moved from KFYR, Bismarck, N. D., to KTAT, Fort Worth, has been appointed studio and program director of KTAT.

THE 52d semi-annual meeting of the Society of Motion Picture Engineers will be held Oct. 27-29, inclusive, at the Hotel Pennsylvania, New York. Julius Haber, RCA, is chairman of the publicity committee.

KWIK KWIZ

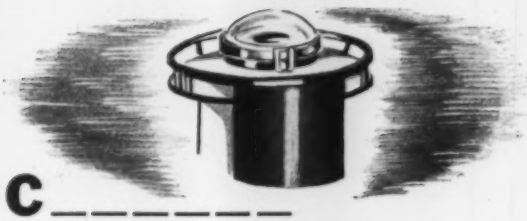
FOR MERCHANDISING-MINDED MARINERS

Ahoy there! Looking for a trim craft to convoy your sales message to wealthy Midwestern millions? Better consider KMBC — the station that's "9 Ways the Winner" and fully rigged to supply smooth sailing for shrewd advertisers in this big important Kansas City area. KMBC is manned by a hand-picked crew of nearly 100 people — by far the largest station staff in this territory. They provide Kansas City's finest programming production, and promotion . . . In the wake, come Kansas City's largest audiences. No wonder KMBC carries a heavier cargo of national spot business than any other Kansas City station. Haul to and get aboard, won't you?

K____

M_____ _____

B_____



C_____

THE ANSWERS

K IS FOR KEEL
M IS FOR MOSQUITO BOAT
B IS FOR BLIMP
C IS FOR COMPASS

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

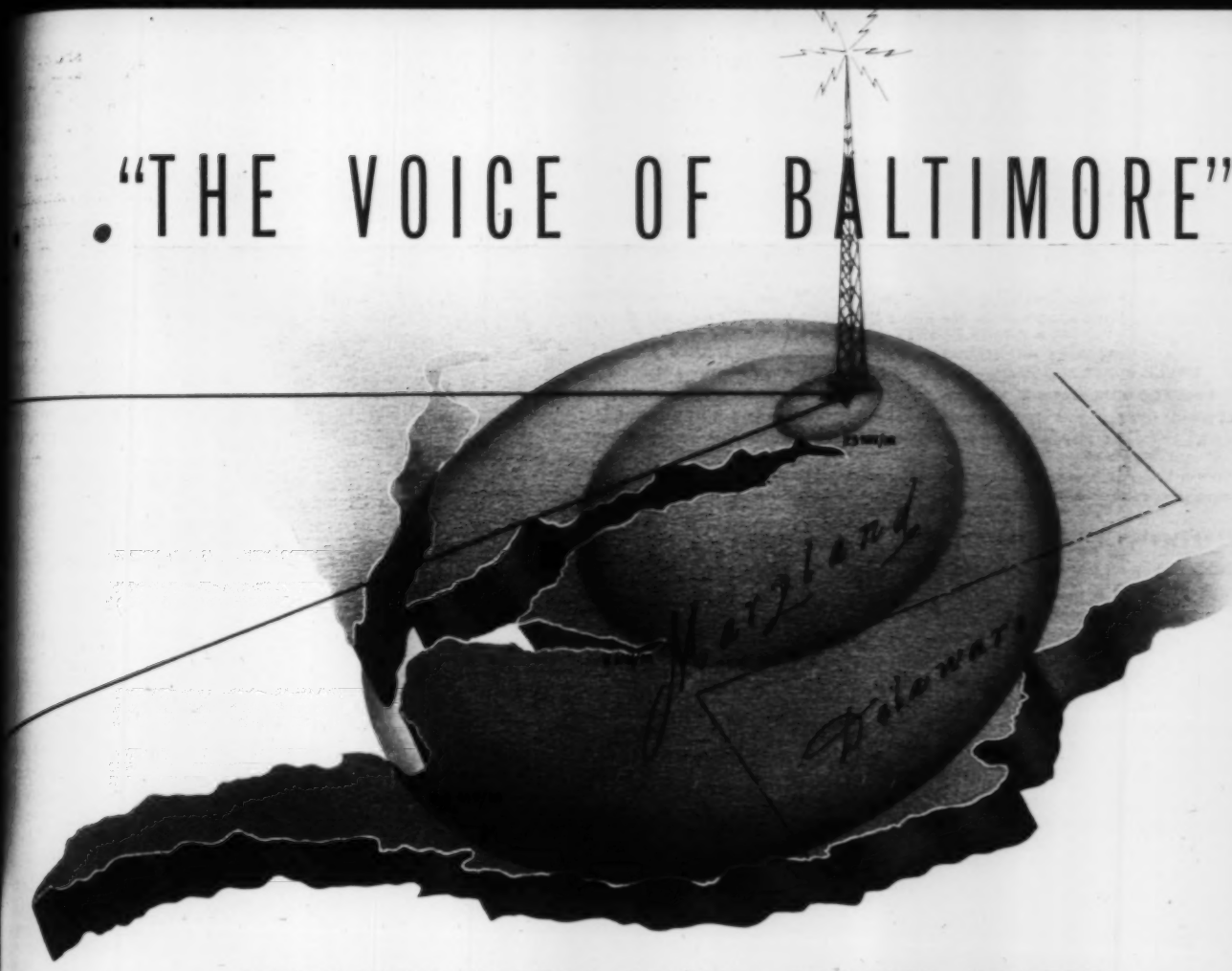
WNBC *Hartford*
WPEN *Philadelphia*
WCAO *Baltimore*
WAGA *Atlanta*
WNBF *Binghamton*
KGA *Spokane* (10HV)

In each of these stations you will find a Westinghouse 5 HV Transmitter serving faithfully and economically, just as Westinghouse 50 HG Transmitters are doing in the 50 kw field.

WESTINGHOUSE

XUM

"THE VOICE OF BALTIMORE"



MARYLAND'S OLDEST STATION CHOOSES NEWEST WESTINGHOUSE TRANSMITTER

Maryland's oldest radio voice... WCAO... now speaks with even greater authority. On October 19, WCAO took the air with a new 5000-watt, 5 HV Westinghouse Transmitter. This substantial boost in power has resulted in an enormously improved signal for WCAO's home-town listeners in Baltimore.

What's more, WCAO's new highly directive antenna is providing reliable coverage of Maryland's rich Eastern Shore . . . long time radio orphan. To WCAO's clients, this represents "bonus" coverage of a valuable secondary market.

Selection of this transmitter was made only after careful analysis of circuit efficiency, operation economy and design simplicity. It is significant that the choice was Westinghouse. The knowledge accumulated during 20 years of actual station operating experience has been incorporated into its design.

Fuseless overload protection, air-cooled tubes in all stages and surgeproof metal rectifiers cut down maintenance and give extra protection against program interruptions. Automatic control and simplified circuit adjustments result in more accurate, more convenient operation.

For these reasons and for the way Westinghouse Transmitters are helping to meet today's wartime problems, we say, "Keep an eye on those stations which are Westinghouse-equipped."

J-08048

Westinghouse

XUM

BROADCASTING
and
Broadcast Advertising

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Manpower Tips

THE BROADCAST manager's personnel problems have been simplified, to a degree at least, by the issuance last week [BROADCASTING, Oct. 19] of the first list of critical occupations within the communications industries (including broadcasting), prepared by the War Manpower Commission and transmitted to every local board in the country by National Selective Service headquarters. Although there is just cause for gratification over this list, its real purport should not be confused.

For the present there will be no blanket or *automatic* deferment for *any* occupation within broadcasting or any other field defined as "critical". Each local board is empowered to consider the merits of each case and to grant or deny the deferment accordingly.

Significant, too, is last week's warning from Paul V. McNutt, WMC chief, calling for intensified recruitment and training of women workers and advising employers to determine all jobs which can be filled by women and "to prepare for employing the largest possible number" of women.

This tips off broadcasting's main reservoir of future personnel, other than older men and those unsuited for military service. More women must inevitably be trained to perform jobs previously considered outside their ken.

The latest Selective Service directive to local boards clearly states that the list is composed of occupations "which require six months of training and preparation". Furthermore, the directive advises each board to consider the availability of persons possessing such occupational skill and the length of time necessary to train a replacement.

The list is short at present owing to the qualifications established in the definition of "critical" occupations. In the future, the drain of the draft on other occupations will likely create a need for revision of this first list. At such time additions would likely come from the elaborate list of job definitions prepared by BWC for WMC [BROADCASTING, Oct. 12].

What can the hard-pressed broadcaster do at the moment about his manpower problem?

First, prepare a complete inventory of his "critical" positions. This is the advice of Maj. Gen. Hershey. Local boards have available Form 42-A for use in seeking deferments of necessary men, and Selective Service advises employers to use it in connection with all key men regardless of whether they have been deferred for other reasons.

Then begin to train women, older men and those who by reason of physical disabilities are unlikely to be called up. This phase of the problem now calls for realistic evaluation. The old prejudicies against women must be cast aside. Even if the draft seems unlikely to affect a male employe, it is conceivable he may be taken later for a job in war production, if WMC is given the legislative authority it seeks.

Visit the local board and contact the nearest office of the U. S. Employment Service to obtain precise definitions of critical occupations. And to clarify the status of particular employes, it might be wise to change titles to conform to those being established by WMC.

Sponsors' Chance

WHO WILL BE the first sponsor to send his broadcast performers abroad, particularly to England and Ireland, to entertain our vast army of troops in their camps?

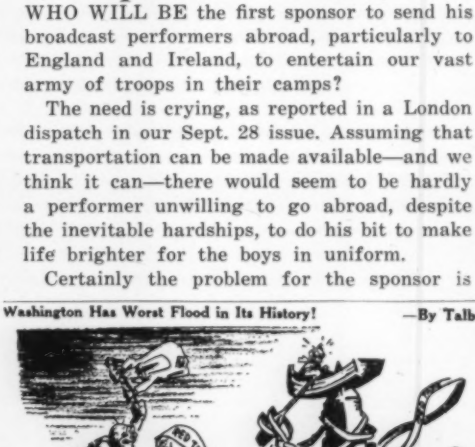
The need is crying, as reported in a London dispatch in our Sept. 28 issue. Assuming that transportation can be made available—and we think it can—there would seem to be hardly a performer unwilling to go abroad, despite the inevitable hardships, to do his bit to make life brighter for the boys in uniform.

Certainly the problem for the sponsor is simple if the regular commercial shows can be piped back on schedule via shortwaves, which is entirely feasible if done in the British Isles where BBC has plenty of regional pickup points. And the British, fully cognizant that their own traveling troupes generally fall flat when performing before American-Canadian soldiers, are more than eager to cooperate.

Indeed, that's why BBC has sent over Pat Hilliard, assistant director of variety programs, on the "talent scouting" mission first revealed in our London dispatches.

The enormous success of Al Jolson's recent tour of our camps in Britain and elsewhere, the great reception Edgar Bergen and Bob Hope got in Alaska, the eagerness of our boys for more such entertainment as expressed to our own traveling correspondent during his visit to their camps in England—all point to the need for this additional contribution by the entertainment world to troop morale.

Washington Has Worst Flood in Its History! —By Talburt



Washington Daily News

Double Trouble

THE WAYS of government sometimes are devious. During wartime, when the left hand often knoweth not what the right hand doeth, it may even be worse.

A case in point is the foreign-language program supervision situation. Formal announcement was made that the Office of Censorship, one of the most efficiently operated units of the wartime Government, had created a new foreign-language section. Only a few days later, when the supplemental national defense appropriation bill for 1943 was released, there was disclosed for the first time that the FCC has in mind covering this whole field, and then some [BROADCASTING, Oct. 12].

It may be that the FCC and Censorship Office are pursuing two different functions, though we can't reconcile this by reading the testimony of FCC Chairman Fly to the House Appropriations subcommittee and the statement of J. Harold Ryan, assistant director of censorship in charge of radio.

In announcing formation of the new section, headed by Robert K. Richards, which has been functioning quietly and without fanfare, for several weeks, Mr. Ryan said it would assist foreign-language stations in exercising their responsibility. Scripts and broadcasts are being checked and actual monitoring operations are being installed. Though he didn't say so, the plan also is understood to encompass checks on personnel to guard against sedition, sabotage or enemy aid.

For the foreign-language program control, Chairman Fly sought $16,240; for checking of personnel of international and domestic foreign-language stations, plus a telegraph company efficiency inquiry (the two were not broken down), another $93,000.

No one will question the need for close scrutiny of all possible angles and vistas where the safety of the nation is concerned. A few thousand, or hundred thousand, on the war bill perhaps won't make much difference. But unnecessary duplications or expenditures certainly should be avoided, when avoidable.

There are and will be many more wholly unnecessary and hurtful regulatory acts committed in the name of essential wartime work. Since we're all in it for the same ultimate goal—victory and freedom—let's try to keep such overlaps at a minimum.

We Pay Our Respects To —

IRA ARTHUR HIRSCHMANN

IF you should happen to read the file folder marked Ira Arthur Hirschmann in any newspaper morgue, you would think you knew a lot about him—and you would be quite wrong.

You would find that under his direction the advertising and research departments of Bloomingdale's (New York department store) have won several awards during the past few years. You would learn that he is a member of the Board of Higher Education in New York City, founder and president of the New Friends of Music, special appointee to the War Labor Board, civic leader who participates in radio forums discussing the larger issues of current events.

Of his major ambition, recently realized, you would find practically no mention, so here is the unwritten chapter:

Mr. Hirschmann has long been determined that Bloomingdale's, and its affiliate, Abraham & Straus, would not be caught napping when the inevitable expansion in the fields of FM and television come after the war. They won't be. W75NY, a new station, goes on the air with daily programs in November, and its engineering staff is collaborating with General Electric on television development. W75NY is owned and operated by Abraham & Straus and Bloomingdale's, the subsidiary company being known as Metropolitan Television Inc.

"The fields of FM and television are open for new blood," Mr. Hirschmann said in discussing plans for the station. "They cannot be considered as supplements to the present broadcasting programs. They require new talents, new people, new ideas. It will be healthy for the whole radio industry to have a new outlet for the development of new program techniques.

"Now our major job is winning the war. Great technical advances are being made in equipment for the Army and a whole new generation of skilled technicians is being developed. Public taste is changing, veering toward programs which give behind-the-scenes information on events which shape our daily lives. During this interim we must experiment with new ways of presentation; we must utilize technical advances in order to provide the kind of programs the public will want.

"W75NY will be known as The Information Station, and will specialize in news, music and education. Our educational system stands ready for new and more graphic teaching methods. Television can reach into every classroom, giving the most remote and poverty-stricken schools the services of the most brilliant teachers. The air belongs to the people and should be harnessed by public-spirited citizens to serve the country at large. Better informed people are happier people, less inclined to move toward excesses."

Mr. Hirschmann's enthusiasm for radio is nothing that has mushroomed overnight. While at L. Bamberger & Co., in Newark, he helped in the development of WOR. There he arranged the first Philharmonic broadcast and acted as its commentator. As early as 1928, he was fascinated by the possibilities of television. He arranged for experimental work at WOR with the now outmoded scanning device. Year by year his conviction has grown that aural programs would become visual as well.

In August, 1939, just after Abraham & Straus and Bloomingdale's applied to the FCC for a license to operate a television station, Mr. Hirschmann went to London where he made a study of television programs and equipment there. Even before that, he had presented television fashion shows. Since then he has followed each technical advance with keenest interest.

To people who meet Mr. Hirschmann for the first time, he seems incredibly young and remarkably well informed on everything from baseball to Bach. Born in Baltimore, July 7, 1901, he majored in economics at Johns Hopkins and studied music at the Peabody Institute in Baltimore. Then, while still in his late 'teens, he went to work at Bamberger's. Within a year he was made advertising manager of the basement and, three years later, sales and publicity director for the entire store. Leaving there to join Lord and Taylor, and later Saks Fifth Avenue, he has shown wherever he has worked an uncanny foresight in sensing changes in public taste. It is reasonable to assume that he will carry this gift over to the formulation of radio programs.

For the last five months or so, Bloomingdale's has sponsored a radio program called *Women and the War* which is broadcast each weekday morning over WQXR, New York. This program's vital contribution as war propaganda, its assistance in rallying women to serve their country, and its complete freedom from any hackneyed ideas of what a department store program should be, give a hint of the vigor and originality which may be expected from the new station's programs. The theory of selling an institution rather than an item is not a new one in store advertising, but it is one he clings to, not just in theory, but even when paying for radio time.

Mr. Hirschmann is married to the concert pianist, Hortense Monath. Their apartment, in Manhattan's elegent East 80's, centers around its music room where Mrs. Hirschmann prepares for her frequent appearances with major symphony orchestras.

Personal NOTES

BOB BOWMAN, special events supervisor of the Canadian Broadcasting Corp., has returned to Canada from Britain with the first of the wounded of the Dieppe raid in which he also took part as the CBC reporter. Bowman has been in England since December, 1939, making periodic visits to Canada by ship and by bomber. He is in charge of the CBC Overseas Unit.

ROLAND SCHWEER, of the sales staff of KRGV, Weslaco, Tex., has joined the Army. With Craig Leach and Tom Sammons already at officer's training school, the KRGV sales staff has completed a 100% turnover. Replacements on the sales staff are Jim Stanberry, formerly of KGNC, Amarillo, and Grant Pickens, from the KRGV announcing staff.

DALE DRAKE commercial manager of WRR, Dallas, is in the Army Air Forces at Sheppard Field, Tex. Immediately after induction, he married Phyllis Warem, of Wichita Falls.

LARRY EDWARDSON, commercial manager of WNBC, Hartford, Conn., has one of his photographs included in the 33rd annual Salon of Photography currently being held in London. The event is sponsored by the London Camera Club although its 58-year-old quarters have been "blitzed" out. Mr. Edwardson is one of the ranking exhibitors of this country.

ROSALIE McCOY, formerly copywriter of Nystrom Publishing Co., Montgomery Ward & Co. and Domestic Engineering Publishing Co., has joined the sales promotion department of NBC Chicago as the department's first woman copywriter. She succeeds Glenn Walser, who has been commissioned a lieutenant in the Navy.

DAVE PRICE has resigned from the sales staff of CHEX, Peterboro, Ont., to accept a Government position as liaison officer with the Dominion Rationing Board.

J. ALLEN BROWN, sales manager of WHIT, New Bern, N. C. will leave Nov. 1 to become general manager of WFOY, St. Augustine, Fla. Mr. Brown was once general manager of WHMA, Anniston, Ala.

KEVIN CRONIN, display advertising salesman for the New York *Daily Mirror* for the last 2½ years, has joined the sales staff of Joseph Hershey McGillvra, New York. George J. Arkedis has left the sales staff of the station representative to accept a commission in the Navy as a lieutenant (j.g.).

MARTIN GOSCH, producer of the NBC *Abbott and Costello* series for R. J. Reynolds Tobacco Co., Winston-Salem, N. C., has announced his engagement to Helen Hindin, of the San Francisco Light Opera Co. The marriage will take place early in November.

THOMAS FRY, of the BLUE sales staff, has received a commission as captain in the Marine Corps Reserve, and will leave sometime in December for active duty.

ED WOLFE, of the sales staff of WIL, St. Louis, has entered the Marine Corps. He has been replaced by Ray L. Wynne, new to radio.

HAROLD B. DAY, former promotion manager of *Popular Science* and previously with Lennen & Mitchell, New York, has joined the sales promotion staff of BLUE. Prior to joining the agency, Day handled sales promotion for General Electric Co., Schenectady.

SCOTT FARON, formerly promotion director of Ross-Federal Research Corp., New York, and account executive of Ward Wheelock Co., Philadelphia, has joined the *Saturday Evening Post* as publicity manager.

ERNEST BUSHNELL, program supervisor of the Canadian Broadcasting Corp., Toronto, has been loaned for the duration to the Canadian Wartime Information Board at Ottawa, taking charge of radio.

HENRY A. HUTCHINS, general sales manager of National Union Radio Corp., Newark, N. J., has entered active service with the U. S. Naval Reserve as lieutenant commander.

WILLIAM J. HENNESSEY Jr., CBS executive receptionist for the last year and a half, left the network Oct. 20 for Fort Riley, Kan., for training in the cavalry corps of the Army.

MACKENZIE WARD, formerly of BLUE Chicago local sales and previously of the Chicago sales staff of WMCA, New York, has joined the sales staff of WBBM, Chicago.

BEHIND the MIKE

JAY SIMS, newscaster who started with CBS in 1937 at WBBM, Chicago, and who recently joined WABC, New York, has taken over the CBS news broadcast schedule of George Bryan who has left the network to join the Army Air Forces as a second lieutenant. Replacing Harry Marble on the 4 p.m. news program on CBS is Mel Allen, CBS sports announcer and news broadcaster. Marble has resigned to enter the Army.

DAVID R. WILLIAMS, public relations and promotion manager of Newsreel Theatres Inc., New York, has resigned to join Press Assn., New York, as station relations representative.

SAM WOODSIDE, sports announcer of WHCU, Ithaca, recently became father of a boy, born during first quarter of the Army-Cornell game he was announcing at West Point. Betty Austin former WHCU agricultural brief writer, is now a lieutenant in the WAAC's. Edith Mellen, formerly of WNBF, Binghamton, N. Y., has joined the continuity staff of WHCU and also airs department store programs .

HUBERT PRYOR, newswriter in the shortwave department of CBS, is acting as shortwave news editor in place of John Edwards, who has resigned to join the OWI.

BILL CARD, of the program department of WMCA, New York, has joined the Army, and Joel O'Brien, director of *Prevues and Encores* on that station joins the Bomber Ferry Command Nov. 16. Production manager of the program, Natalie Flatow, will take over O'Brien's assignment, while Betty Hughes, actress in the show, becomes production manager.

EARL GODWIN, BLUE commentator sponsored by the Ford Motor Co., is spending this week at Dearborn, Mich., where he is touring Ford's war production plants. His daily broadcasts are originating from the Governor Oliver Wolcott Cottage, Dearborn village, where telephones and news printers of AP, UP and INS have been installed, along with broadcasting facilities, to allow him to keep in touch with his regular news sources and have as much free time as possible for visiting the various Ford enterprises.

ELLIOTT SCOVILLE, chief announcer of KFIZ, Fond du Lac, Wis., enlisted in the Naval Reserve.

NANCY MANING graduate of the Beck School of Radio, Minneapolis, has joined the announcing staff of KID, Idaho Falls, Idaho.

JANE BURROUS and Lawrence Watson are new announcers at WCBI, Columbus, Miss.

MRS. ADELE HUNT and Monte Meecham have joined WPAT, Paterson, N. J., and are currently conducting the station's new daily feature, *North Jersey's War of Production*. Meecham comes from WCAP, Asbury Park, N. J., while Mrs. Hunt is an oldtimer at WPAT.

FRANK DUNNE, announcer of WOR, New York, is the father of a baby boy.

HOWARD L. EMICH, formerly news editor of WHBF, Rock Island, Ill., has been transferred from the Chicago radio bureau of United Press to the Indianapolis bureau. He will edit the Indiana and Kentucky radio wire.

BILL DAY, news editor of KOA, Denver, reports Oct. 26 to Kelly Field as cadet officer in the Army Air Forces. Rex Brown replaces him. Tom Mechling, assistant news editor of KOA and former member of the RAF, has joined the U. S. Army. Helen Loucks, former traffic manager, reported to the WAAC's at Fort Des Moines, Ia., Oct. 11. Bob Young, former announcer at KOA and first employe to enter the Armed Forces, has been promoted from lieutenant to captain of infantry.

BILL REID, formerly at CKRN, Rouyn, Que., has been added to the announcing staff of CKWS, Kingston, Ont.

ERNEST NEFF, former Pittsburgh announcer, has joined the staff of WHK-WCLE, Cleveland, replacing Warren K. Beem, who is now with WTAM, Cleveland. Robert Brown, time salesman, has resigned to enter a war industry.

KEN CARPENTER, Hollywood announcer on the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. (cheese, salad dressing), has been signed to portray himself in the Paramount film, "True to Life".

LARRY CHATTERTON, supervisor of announcers for CBS, Hollywood, has resigned and moved to Seattle where he will become associated with a station.

ROBERT PEEBLES formerly announcer of WCAE, Pittsburgh, is program director of WKNE, Keene, N. H.

BOB RAWSON, announcer of WIL, St. Louis, recently became father of a boy, his first child.

PHIL STEARNS, Coast newscaster, has joined the news department of KQW, San Francisco.

BILL TREDWAY, announcer-sportscaster of KTRI, Sioux City, Ia., who has been with the station since it went on the air in June, 1938, recently entered the Navy and is at the Great Lakes Naval Training Station. Andy Bogue replaces him. His sports programs have been taken over by Bud LaGrave and Dick Huber.

WILLIAM FIFIELD, former staff announcer of WBBM, CBS Chicago outlet, has joined the CBS New York staff.

GERALDINE MERKEN, formerly in charge of continuity at WINS, New York, has joined the continuity department of WOR, New York.

LEONARD SILLMAN, producer of Broadway plays, has joined the sales department of Henry Souvaine Inc., New York radio production firm, where he will handle programs primarily concerned with public relations. Sillman will also work on his coming Broaday show, "New Shoes".

ANN HUNTER, English-born commentator who has been on the West Coast for the past six months, has resumed the quarter-hour weekday program *A Woman Views the News*, on WAIT, Chicago.

TED COLLINS, producer-director of the Kate Smith programs, sponsored by General Foods Corp., New York, on CBS, has been named chairman of the radio committee for the United Hospital Campaign, of which William S. Paley, president of CBS, is general chairman.

BOB HEISS is chief announcer of WTMJ, Milwaukee. Warren Mead has shifted from program supervisor of W55M, the Journal's other station in Milwaukee, to production manager of WTMJ-W55J. Margie Walters replaces Marian Ringenbach in the program office.

Meet the LADIES

KATHRYN CRAVENS

VICTORIAN is the setting Kathryn Cravens has created for herself in her office-apartment at the Hotel Devon, in New York, but past career and her hopes for the future are distinctly modern. Miss Cravens celebrates her 14th year in radio Oct. 30.

"Women can do anything under the sun they set out to do," says this woman commentator who got her start in radio back in 1929 on a small St. Louis station, winning from the local press, the title of "The Voice of St. Louis." Currently heard on WNEW, New York, in a five-weekly quarter-hour program for Francis Rogers Department Store, Miss Cravens admits to an ambition to become a foreign correspondent.

From St. Louis, the Pontiac Motor Co. brought Miss Cravens to New York, and encouraged no doubt by her proven drawing power in the Midwest, put her on CBS to sell Pontiacs, thus becoming one of the first automotive sponsors of a woman's program. Titled *News Through a Woman's Eyes*, the broadcasts built up a sizeable audience, a fact proven at some cost to the sponsor, when it was decided to test their listening scope. A polishing cloth was selected as a premium offer, and an initial order of 10,000 was placed to meet the demand. Record response to CBS daytime programs at that time was 110,000. But 228,000 women listeners sent for the cloth, and it cost Pontiac $45,000 to be reassured that women listened to news through a woman's eyes.

To Miss Cravens have come several honors and positions of responsibility. During her CBS broadcasts, she received honorable mention from the Women's National Radio Committee in its annual award for six different types of programs. Radio chairman of the National League of American Penwomen, Miss Cravens takes part in governmental affairs through her membership in the League of Women Voters. For the best article to have been published by a woman, Miss Cravens, who writes poetry and feature stories in addition to her radio work, received first prize in an award made by the National League of American Penwomen earlier this year. She has also been voted the best dressed woman in radio.

NO. 5 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN — THE TIME BUYER!
JOHNNY TIMEBUYER
HELLO AGAIN! THIS IS JOHNNY TIMEBUYER SPEAKIN'— AND HAVE I GOT A FIST-FULL OF FACTS AN' FIGURES ABOUT KEX, THE BLUE NETWORK STATION IN PORTLAND, OREGON!
TIN HATS ARE TH' TOPPER FASHION IN PORTLAND, AMERICA'S GREATEST SHIP-BUILDING CENTER! THAT MEANS BIG PAY AND BIG PAYROLLS. KEX CARRIES YOUR MESSAGE INTO HOMES THROUGHOUT THIS RICH AREA.
SHIPYARD SPECIAL
A NATIONAL MAGAZINE RECENTLY FEATURED A PICTURE SHOWING A PORTLAND WAR-WORKER BUYING CHAMPAGNE – BUT OREGON PEOPLE ALSO LEAD IN WAR BOND BUYING! NO OTHER MARKET IN AMERICA OFFERS SUCH ATTRACTIVE SALES OPPORTUNITIES!
STEP RIGHT UP FOLKS! EVERYONE A WINNAH !! ALL PRIZES - NO BLANKS!
BOY! THAT KEX, BLUE NETWORK SCHEDULE FOR THIS FALL IS NOT ONLY A LULU - BUT GOOD! GUARANTEED TO DELIVER A TERRIFIC AUDIENCE TO SPOT ADVERTISERS!
AT KEX THEY SERVE UP YOUR PLATTERS TO THE RADIO AUDIENCE WITH EXPERT CARE AND SKILL – AND WITH THE FINEST REPRODUCTION EQUIPMENT! YOUR TRANSCRIBED SPOTS WILL REALLY "SOUND GOOD" OVER KEX!
GENTLY NOW!
IF RECORDING PROBLEMS ARE GETTIN' YOU DOWN, THE KEX STAFF CAN GIVE YOU A "LIVE-TALENT" SHOW GUARANTEED TO ATTRACT AN AUDIENCE AND SELL GOODS.
COMM'C'L MGR.
MUSICAL SHOWS
NEWS-CASTERS
DRAMATIC SHOWS
VARIETY SHOWS
NOVELTY SHOWS
HERE'S A KILLER, BOYS!
PROGRAM DIRECTOR
PRODUCTION MANAGER
DON'T FORGET TO PUT KEX ON YOUR NEXT SPOT SCHEDULE - JUST CALL YOUR NEAREST PAUL H. RAYMER OFFICE — OR WRITE OR WIRE DIRECT!
NOVEMBER
Every day IS A GOOD DAY on KEX
KEX
"THE VOICE OF THE OREGON COUNTRY"
PORTLAND, ORE.
Bagley

ELBERT HALING publicity-merchandising director of WBAP-KGKO, Fort Worth, who originated WBAP's rural newspaper show, *The Suburban Editor*, and wrote and directed two popular flying cadet enlistment programs, has enlisted as a private in the Air Forces. He will be stationed at Tarrant Field, Fort Worth, in the public relations department.

GEORGE COREY, scriptwriter of BLUE's *This Nation at War*, has temporarily taken over the writing of *Women and War* during the illness of his wife, Francis Corey, who conducts the program on WQXR, New York. Pinchitting at the microphone for Mrs. Corey is Adelaide Klein, actress.

TOM MOORE, formerly announcer of WBBM, Chicago, is m.c. on the *820 Club*, daily hour variety program and the *Pantry Patter*, quarter-hour five-day-a-week women's participation show on WAIT, Chicago.

TED LLOYD, formerly on the staff of *Radio Daily*, last week joined the radio department of Twentieth Century Fox Film Corp., New York, to handle picture promotion via radio. Fox Film plans to step up this phase of its publicity to the proportions of its newspaper and magazine departments.

RUDOLPH WILLS, formerly of WLOF, Orlando replaces Mary Ray as continuity director of WGPC, Albany, Ga., and will also be promotion manager.

MATHEW MURRAY, announcer of KMTR, Hollywood, known as The Ambassador of the Air, intersperses his Sunday evening half-hour program of recorded music on that station with short talks, home-spun philosophy and poetry that it not too saccharine.

Specialist

TOD HUNTER, newscaster of WBBM, Chicago has a cock-eyed hobby. His office is lined with pictures of cross-eyed cats, the felines personally discovered and photographed by Tod himself.

TRUMAN BRADLEY, Hollywood announcer, has been given that assignment on the weekly half hour CBS *Screen Guild Players*, sponsored by Lady Esther Co. (cosmetics). Series was launched Oct. 19.

HANK McCUNE, Hollywood commentator on the weekly NBC program, *It Happened in the Service*, has joined Army Ferry Command.

BOB LEMOND, announcer of CBS Hollywood, has joined the Army Air Forces. Allan Botzer, also an announcer, has enlisted in the Navy.

PAUL PIERCE, West Coast continuity director of CBS, Hollywood, has taken over new duties as production supervisor for the network in that region. Everett Tomlinson, continuity writer, has taken over the post vacated by Pierce.

PVT. J. C. LEWIS Jr., formerly producer of KHJ, Hollywood, has written music and lyrics of the all soldier revue, *Hey Rookie*, currently being staged at Belasco Theatre, Los Angeles.

RUTH ANDERSON, commercial announcer of KFRC, San Francisco, has been signed as newscaster on a five-weekly quarter-hour program, sponsored by O'Connor & Moffatt Co., local department store.

ROBERT ARDEN, news analyst and commentator of KFWB, Hollywood, for outstanding service to the country in combatting enemy activity on Oct. 16 was cited by the 17th District, American Legion. This is his third citation in a year for ferreting out subversive elements.

RALPH M. KISCH, formerly associated with WWRL, New York, and previously handling publicity and sales promotion for Gotham Gold Stripe hosiery, has been appointed to the announcing staff of W75NY, New York FM station, scheduled to go on the air around Nov. 1.

GARY LEE, formerly announcer at WSON, Henderson, Ky., has joined WKBN, Youngstown, O.

ALAN FREED is announcer and assistant program director of WKST, New Castle, Pa., replacing Bob Ferguson who has joined the Marine Corps. Peggy Boughter transfers from the control panel to the announcing staff, replacing Chick Wilson who has joined the Navy.

ROBERT WOODBURY has joined WRR, Dallas, as an announcer. Walter Hanson, WRR announcer for ten years, has his wings in the Naval Air Corps.

JAMES S. ALDERMAN, formerly newscaster of WFAA, Dallas, is chief announcer, and newscaster for WRR Dallas.

HELEN HAMILTON SMITH, formerly with KGLO, Mason City, Iowa, has joined KWK, St. Louis. Nick Stemmler, KWK sports announcer who won a nationwide contest sponsored by General Mills and Lever Brothers for commercial copy, has joined the commercial announcing staff.

CATHERINE BURKHARDT, program director of WEBR, Buffalo, is an administrative specialist in the WAAC.

TOM DOWNING, announcer of WSB, Atlanta, was inducted into the Army Oct. 16.

JOHN BONDESON, four years with WREN, Lawrence, Kan., as promotion director, entered the Army Oct. 14. New announcers are James Officer and Ray Helgesen.

CARL CARUSO, announcer of WBZ-WBZA, Boston-Springfield, has been appointed chief announcer, succeeding Robert E. White, who resigned to become program manager of KDKA, Pittsburgh.

SHIRLEY STAAB, formerly with WAJR, Morgantown, W. Va., and WMMN, Fairmont, W. Va., is now director of women's programs, WEIM, Fitchburg, Mass. She will broadcast under the name Joan Shirlee in order to continue *A Date With Joan*, program handled by Joan Adams, now with the Office of War Information, New York. George Nemett, formerly of WHYN, Holyoke, Mass. and WMFF, Plattsburgh, N. Y., has joined the announcing staff of WEIM and is in charge of the daily 1340 Club show.

TONY WANDALL, announcer of WTAG, Worcester, has been inducted into the Army.

GILES F. O'CONNOR, CBS' first television announcer, has been sworn into that branch of the Army.

BILL BROWN, former sports editor of WHO, Des Moines, and announcer for 10 years on Iowa stations, has been named program director of KPAC Port Arthur, Tex.

JAMES DALE, formerly announcer of WOC, Davenport, has joined the announcing staff of WIND, Chicago.

BROOKS CONNALLY, staff announcer of WIND, Chicago, has joined the Navy and will be stationed at Glenview Naval Aviation Field, Glenview, Ill.

BARN DANCE VISITOR is Maj. Ernie Sanders, formerly senior announcer and studio manager of WHO, Des Moines, returned on a sick leave caused by a broken arm. During his visit Oct. 10, he paused to exchange pleasantaries with Producer Stan Widney, in charge of the *Iowa Barn Dance Frolic*.

JOHNNIE NEBLETT, Chicago freelance announcer, has been selected to handle the broadcast of seven Western Conference Saturday afternoon football games sponsored on WGN, Chicago, by the Chicago Motor Club.

ROY GRANDEY, formerly program director of KOL, Seattle, has joined KTKN, Ketchikan, Alaska.

BILL MOSHIER publicity director of KIRO, Seattle, has been named chairman of the radio publicity committee handling Farmers Bond Month.

COY WILLIAMS, Hollywood co-manager of Earle Ferris Assoc., national radio publicity service, is the father of a boy born Oct. 19.

HERB POLESIE, Hollywood producer, has been signed in that capacity for the CBS *Al Jolson Show*, sponsored by Colgate-Palmolive-Peet Co., which started Oct. 13, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast repeat 9-9:25 (PWT). Initial broadcasts are from New York with program shifting to the West Coast in January.

JEAN PECKENPAUGH, formerly in the speech department of Washington State College, has joined KOL, Seattle, as continuity and publicity director. Cotton Wilcox, assistant football coach of U of Washington, has started a weekly quarter-hour sports program.

HOWARD GEORGE GORSEGNER, announcer of WAIT, Chicago, under nom d'air Howard Roberts, and Mildred Martinson were married Oct. 24 in Kenosha, Wis.

DONALD K. CURRLIN, announcer formerly of KQW, San Francisco, has joined KGO, in that city, replacing George Applegate who resigned to take a position in a San Francisco shipyard.

ANN BALSTER, recently with the music library of CBS Chicago, is secretary of the special Army Air Forces Mechanics Recruiting Board assigned to San Francisco.

WAYNE RICHARDS, formerly promotion manager of KSL, Salt Lake City, recently commissioned a captain in the Army Air Forces, has been named adjutant of Mather Field, Sacramento.

MARY LOU GIBBONS, secretary to John H. Norton Jr., BLUE station relations manager, has left BLUE to be married Oct. 31 to Cpl. Hugh Mullen, now at Officers Training School, Camp Davis, N. C.

GLADYS CONRY, script writer, who has been writing the NBC *Telephone Hour*, has joined the continuity staff of World Broadcasting System. Miss Conry has been with Benton & Bowles, N. W. Ayer & Son, New York, and WGN, Chicago.

So we took the $227,000,000

... and made room for 74,000 new folks down here. Folks who would be spending their $227,000,000 on YOUR product if you told them about it. You can reach them easily forcefully and economically on the -

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings - South East Rep

WESTERN N. CAROLINA - SOUTHWEST VIRGINIA - EAST TENNESSEE

POWER plus knowledge DOES IT !

IT IS only natural that WLAC should command big audiences. Its 50,000 watt voice is crystal clear. Its schedule is backed by practically all the big-name shows of CBS. And most important of all, WLAC has had over sixteen years experience in catching the flavor — and finding the favor — of Middle Tennessee. Here's one case in point: It proves WLAC has the knack for building programs that people enjoy . . .

> Each week for more than two consecutive years, WLAC has been originating "The Garden Gate" to the coast-to-coast Columbia Network! This sustaining network program — featuring "The Old Dirt Dobber" — has also been sponsored locally (currently, six days a week, by General Mills) for more than eight years!

This brand of showmanship . . . this knack for building a local organization into a nation-wide favorite . . . this policy of never being satisfied with doing "just as good as the competition" has built giant audiences for WLAC. And giant sales for WLAC advertisers.

WLAC
CBS IN NASHVILLE

NOW 50,000 WATTS

GATEWAY TO THE INDUSTRIALLY RICH TENNESSEE VALLEY

LaVELL WALTMAN, formerly of KROC, Rochester, Minn., has joined WAVE, Louisville, and is conducting a new show, *Scramblegrams*. He replaces Ray Marcus who went into the Army shortly after coming to WAVE.

LEADING AIRCRAFTSMAN Charles W. Tingwell, announcer of 2CH, Sydney, Australia, recently paid a visit to CHEX, Peterborough, Ont., near the camp where he is now training as a member of the Royal Australian Air Force. He was guest announcer at CHEX and took part in an interview on life in Australia.

DAVE PRICE, of the sales staff of CHEX, Peterborough, Ont., has joined the Canadian Wartime Prices & Trade Board as a liaison officer on the rationing board.

ARNOLD STINSON, announcer of CKLW, Windsor-Detroit, is recovering from an appendectomy.

HARRY O'BRIEN, formerly with CBS from 1930 to 1936, and since that date affiliated with Sutton & O'Brien, commercial art studio, has returned to CBS as art director in charge of network promotion.

CLETE ROBERTS, special events director of the BLUE, Hollywood, has been signed to do a trailer narration and spot announcement transcriptions for 20th-Century Fox film, "China Girl".

ALICE BELDING has been appointed publicity and promotion director of KMPC, Beverly Hills, Cal. The wife of Don Belding, executive-vice-president of Lord & Thomas, Los Angeles, she at one time was in the promotion department of Bullock's Inc., that city.

MARVIN FISHER, Hollywood writer, has joined the Army.

"ANY NIGHT'S A GOOD NIGHT TO BE RIDIN' THE AIR WAVES OF THE RED RIVER VALLEY! TRY A FEW SPOTS ON WDAY—AND SEE FER YERSELF!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

KAY HALLE, only woman music network annotator, has returned as commentator on CBS for the Cleveland Orchestra concerts. Miss Halle has been a "roving commentator," for WGAR, CBS Cleveland affiliate.

MIKE HUNNICUTT, formerly of WING, Dayton, has joined the announcing staff of WFIL, Philadelphia.

ANNETTA FARRAR, auditor of KROY, Sacramento, and Sgt. O. L. Motter, of Camp Young, Cal., were married Sept. 19 in Parker, Ariz., it was recently revealed. Motter, known professionally as Lee Bradley, was formerly on the acting staff of KROY.

JOHN FORREST, announcer of KFI-KECA, Los Angeles, is writer of an all-war-workers revue, "*Thumbs Up*", currently playing in Seattle.

SHERRILL MASON, in the traffic department of BLUE Hollywood, with installation of that network's teletype and Western Union wires, has taken over duties formerly handled by men. Network, housed in same building with NBC Hollywood, has previously shared latter's equipment.

DON HARVEY, announcer of KOAM, Pittsburg, Kan., has joined the announcing staff of KWTO, Springfield, Mo.

ENSIGN HENRY FLYNN, formerly in special events department of CBS Hollywood, has received his commission as lieutenant (j.g.) in the Navy. He has been in service since outbreak of the war.

DOROTHY E. BARTENBACK has been appointed to the spot and local sales division of NBC Chicago, and Esther A. Adams has been added to the transcription department.

JOHN D. SCHEUER, night supervisor of WFIL, Philadelphia, will marry Lois Andrews of the promotion department shortly.

JOHN RAPP, Hollywood script writer on the NBC *Time to Smile Show*, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), is the father of a girl born Oct. 15.

JACK JOY, formerly program director of KHJ, Hollywood, has been appointed music advisor to the Office of War Information. In addition, he is currently music director of the weekly NBC *The Army Hour*.

GEORGE JAY, Hollywood announcer, has joined the Army Air Force.

TOMMY MacWILLIAMS, continuity editor of WSIX, Nashville, is co-writer with Frank H. Grey, ASCAP, of new song, "Little Jack Frost", published by New Dawn Music Corp., Hollywood. The team also wrote "Kappa Sigma Waltz", aired over a thousand times during past year, published by Paul Pioneer, New York.

JERRY BURNS, former sports and special events man, has joined KXOK, St. Louis, and will specialize in news and special events. Al Brandt, news processor at KXOK, was inducted into the Army at Peoria, Ill. No successor has been named.

ROBERT ALLEN, radio actor who has appeared in *Against the Storm* and *Just Plain Bill*, has been given the leading role of Harry Graves in the third company of "Junior Miss", which opens in Boston Oct. 26.

GUY SAVAGE, has resigned as staff announcer of WGN, Chicago, to freelance. He is continuing on the *Human Side of Sports* quarter-hour on WGN sponsored by Peter Hand Brewery Co., Chicago (Meister Brau) five days a week.

JOHN HICKS, formerly of WBAP and KGKO, Fort Worth, has joined the newscasting staff of WSAI, Cincinnati.

Three-Man Board Heads KFI-KECA

Anthony Taking More Active Part in Running Stations

THREE-MAN board, consisting of department heads will continue to supervise operation of KFI-KECA, Los Angeles, with no successor being named at this time to the late Harrison Holloway, general manager.

Earle C. Anthony, owner, is taking a more active participation in the stations' operation, and he will supervise activity of the board, which includes Clyde P. Scott, commercial manager; John (Bud) Edwards, program director and Ernest Felix, auditor and personnel director.

With Bernard Smith having resigned his dual capacities as farm editor and director of public relations of KFI-KECA to prepare for induction into the Army, his former duties have been divided. Elmer D. Pederson, national sales executive, will be in charge of public relation contacts. Nelson McIninch has been assigned farm editor. Ken Higgins, staff writer, has taken over spot announcements and Government messages. Matt Barr, formerly of NBC, Hollywood publicity department, recently added to the KFI-KECA staff, continues as publicity director.

Carpenter to WKNE

DAVID CARPENTER, formerly sales manager of WHEB, Portsmouth, N. H., has been appointed general manager of WKNE, Keene, N. H., replacing Herman Steinbruch who has resigned to become radio advertising manager of *Variety*. Mr. Carpenter has had wide experience in selling and management since entering radio as a part-time announcer in 1928. Born in Kentucky and educated at Western Reserve Academy and Wyoming Seminary, he is married and has two children.

Mr. Carpenter

Frederick A. Stock

DR. FREDERICK A. STOCK, 69, composer, dean of American conductors and director of the Chicago Symphony Orchestra, died Oct. 20 of a heart attack. He established a world record for service, beginning this fall his 48th season with the Chicago Symphony Orchestra, his 38th as its conductor. A wage dispute between the Orchestra Assn. and the Chicago Federation of Musicians led by James C. Petrillo, caused the orchestra to disband during 1927, but funds were raised to enable the musicians to reorganize.

UPTON CLOSE, NBC's expert on Far Eastern affairs, is the author of *Behind the Face of Japan*, revised edition, which will be published Oct. 30 by the D. Appleton-Century Co.

XUM

Here Is Another In the Series of Continuous Steps Forward which have served to establish KFBI as The Kansas - Oklahoma Station—

KFBI IS NOW ON THE AIR

24 HOURS DAILY

PROVIDING COMPLETE SERVICE TO A "BUSY-AROUND-THE-CLOCK" AREA

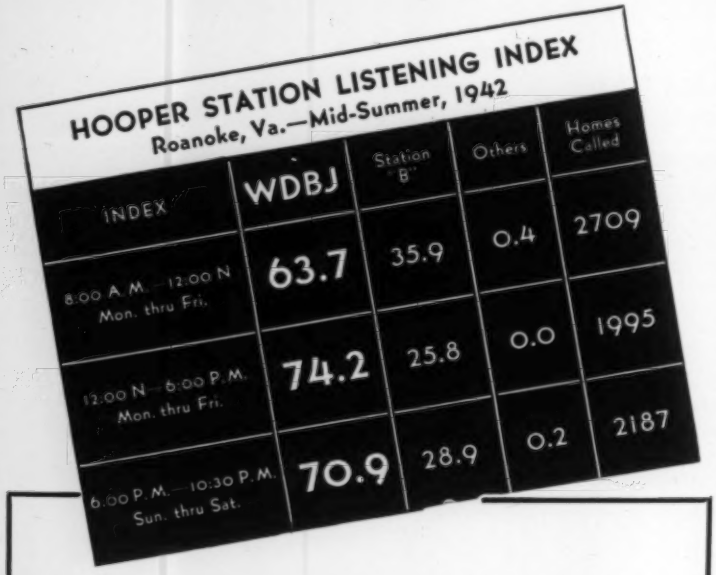
ADD THIS UP:

KFBI OFFERS THE BLUE NETWORK plus MUTUAL plus the MOST LIVE TALENT SHOWS plus the MOST NEWS plus the MOST SPORTS plus the MOST MERCHANDISING SERVICE plus WICHITA'S BEST WAVE-LENGTH. KFBI—THE OLDEST STATION IN KANSAS,—KANSAS' ONLY 24-HR. STATION—IS YOUR BEST BUY TO SELL.

KFBI WICHITA

RAY LINTON, GENERAL MANAGER
HOWARD WILSON CO., NAT'L REPR.

How many EARS are you getting in ROANOKE?



FOR lo, these many months, we've been telling you that the *only* way to get *listeners* in Roanoke, Va., is with WDBJ. And now here's Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That's because WDBJ is the *only* station that can be heard satisfactorily throughout the whole territory at all times!

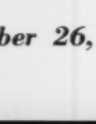
Ergo: If you want *listeners*, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

*** $350 million in buying power!**

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

***Owned and Operated by the* TIMES-WORLD CORPORATION**



FREE & PETERS, INC.
Exclusive National Representatives

Purely PROGRAMS

THREE programs enlisting high school and elementary school youngsters in war effort projects have been arranged by WFIL, Philadelphia, in co-operation with the Philadelphia Board of Education. Loudspeakers and radios bring *High School Victory Corps* and *Quaker City Scrappers* to all public schools for 15-minute periods on Friday afternoons. Third program, *High School Parade*, is broadcast Saturdays, featuring musical and debating programs from a different school each week.

* * *

Off to School

GAMES and musical routines heard in a six-weekly breakfast program on WIP, Philadelphia, are designed to get youngsters out of bed and off to school. Title is *Jolly Jack*.

* * *

Serving Uncle

GOVERNMENT agency campaigns, such as recruiting, salvage or service announcements are featured exclusively on *Serving Uncle Sam*, quarter-hour program spotted after a local news period on WSBA, York, Pa.

* * *

School Sports

HIGH SCHOOL sports are the subject of a five-minute Saturday feature on WLIB, Brooklyn, titled *The Scholastic Parade*. Sports reporters have been recruited from each of the city's schools to telephone in last-minute football scores of afternoon games.

* * *

Tribute to 'Unsung Heroes'

NEW ENGLAND'S "unsung heroes" of World War II receive a brief dramatic tribute in the weekly *D & H Musical Gems* program aired by WBZ-WBZA, Boston, Tuesdays at 7:30 p.m. The Apollo Club of Boston, comprising 60 prominent businessmen, participates in the broadcast.

* * *

Consumer Problems

CONSUMER problems and rationing are topics of discussion on series of broadcasts entitled *OPA Talks It Over*, Sunday quarter-hour on WAAF, Chicago. Each problem is discussed by OPA experts and then the OPA method of handling the problem is dramatized. Written by Henry Kingston and supervised by the OPA Consumer Division in Chicago, program is designed to clarify price control and rationing questions of listeners.

* * *

Destiny

DESTINY as the controlling factor in lives of men, is keynote of the twice-weekly CBS narrative-form program, *The Changing Tide*. Title is taken from the familiar quotation: "There is a tide in the affairs of man and in its ebb and flow lies all of our destiny". Conceived by Russ Johnston, West Coast program director of the network, the quarter-hour narrative is produced by Ted Bliss, with scripts edited by Everett Tomlinson, continuity director.

Overseas Tales

WITH discontinuance of message-type programs from overseas troops on Oct. 25 by the Canadian Broadcasting Corp., a new series of programs is being started for the folks back home. *Regimental Round-up* is a new half-hour Sunday noontime program describing activities of Canadian units overseas. *Khaki Scrapbook* is continuing as a Saturday afternoon general picture of Canadian army activities in Britain through eyewitness accounts and actuality inserts. *Wings Abroad*, the broadcast newspaper of the Royal Canadian Air Force in Britain, continues on Saturdays as a record of RCAF activities. *Canadian Calendar* is a new Saturday evening half-hour program of Canadian army, navy, air force and civilian activities as seen in Britain.

* * *

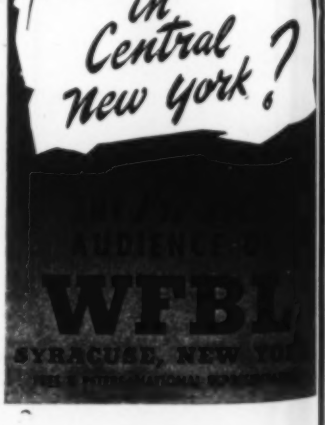
News for Troops

LOCAL NEWS for the troops overseas will be handled in a new manner early in November by the Canadian Broadcasting Corp. when it cables each week 300-word commentaries on home news from principal Canadian cities to the CBC Overseas Unit in Britain for broadcasting to the troops on BBC stations. Such homey news items as new stores on the main street, local events of interest only to the boys from that particular city, will be released in this series, which will be recorded from the cable by the CBC Overseas Unit and then broadcast to the troops.

* * *

Marines Data

HISTORICAL DATA about the Marines, past and present, is dramatized on the half-hour program, *Fightin' Leathernecks*, heard on CBS Sundays, 7:30-8 p.m. The program originates at WBBM, Chicago, studios and dramatic talent is supplied by AFRA and writers thru the courtesy of the Chicago Radio Writers' Guild.



'Farm & Home' Awards

NOW in its 15th year on the air, the *National Farm & Home Hour* on the BLUE has changed its format to increase its effectiveness in bringing information and entertainment to farm families. A new weekly feature is the Merit Award to a farmer who has done a particularly outstanding job, while news coverage has been increased with the addition of thrice-weekly farm news supplied by the OWI. Two minutes of the program are also devoted daily to local farm newscasts from each BLUE station carrying the broadcasts.

* * *

Radio Sewing Course

SEWING COURSE for beginners is being presented on WQXR, New York, Tuesdays at 9:10 a.m., under the sponsorship of Bloomingdale's Department Store. Program teaches listeners how to take their own measurements, how to apply the measurements to pattern and material, how to cut and fit a garment. Lucille Rivers of McCall Corp., director of the broadcasts, has written six supplementary booklets for students who register at Bloomingdale's.

* * *

Income Tax Advice

TIMELY program to help listeners in making up their income taxes under the new laws, will start on the BLUE Nov. 12 with David K. Lasser, income tax consultant, as commentator. Titled *Your Income Tax*, the series will be heard Thursday evenings at 10:45.

* * *

For Juveniles

MOTHER GOOSE set to music is the theme of new Sunday morning juvenile program on WJJD, Chicago, entitled *Fun for Kids*. M. C. of the program is Uncle Willie, friends of the children, portrayed by Bill Evans.

* * *

Best Letters

PERSONALIZED birthday cakes are given writers of ten best letters on their birthdays in a new contest on *So This Is Your Birthday*, show sponsored thrice-weekly on KLZ, Denver, by American Lady Bakers. Program features sketches and songs by Barclay Allen.

* * *

Eastman on CBS

EASTMAN School of Music, Rochester, N. Y., will inaugurate a series of weekly half-hour broadcasts of symphonic, choral, chamber and opera music on CBS Oct. 30, using the various musical groups of the institution, Dr. Howard Hanson, director of the school, will serve as commentator.

'E' Award on Network

ALL SIX stations of the new Connecticut Broadcasting System were used Oct. 15 on a two-hour sponsored broadcast of the Army-Navy "E" ceremony at the Chase Brass & Copper Co., Waterbury. Stations are WNBC, Hartford; WELI, New Haven; WATR, Waterbury; WSRR, Stamford; WNAB, Bridgeport; WNLC, New London.

KMA is "edited" for FARMERS—not backyard gardeners!

● **Food, food, food! Food for our fighting men, food for our allies, food for the folks at home—KMA farmers are producing it by the trainload. The greatest production in the history of this famous region of record crops!**

Think about that for two consecutive seconds and you'll see why 1942 farm income in the KMA area (150 rich counties around Shenandoah, Iowa) will top all previous records too.

What's it all add up to? One of the best markets in America today — nearly 2,000,000 farm and small-town people who account for 66% of all retail sales in the whole region!

Incidentally, these people *listen* to KMA —not only for their news, farm information and entertainment, but *also* for ideas on *what to buy!* Want proof? Send for your copy of our latest market data brochure. It's an eye-opener!

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

FIRST
on all Puerto Rico dials
WIAC
5000 W. 580 KC.
Nearly 2,000,000 population buying almost everything from U.S.A. It's worth keeping your Puerto Rican market.
STATION WIAC
BOX 4504 • SAN JUAN, PUERTO RICO
OWNER: ENRIQUE ABARCA - MANAGER: FELIX MUÑIZ

Merchandising & Promotion

Day and Night—Jackpot—Winner of Award—Fuel Tips—Bonds and Stamps

TO PROMOTE its daytime programs among night listeners, CBS inaugurates a 13-week cycle Nov. 9, presenting full-length samples of such programs as *Kate Smith Speaks*, *Second Husband* and *The Pause That Refreshes* in the Monday, 10:30-11 p.m. period. Both commercial and sustaining shows will be heard full length during the series, to be known as *Daytime Showcase*. All types of programs will be represented to indicate the full range of entertainment covered by CBS during the daylight hours.

* * *

Blue Uniformity

IN LINE with its slogan "It's Easy to Do Business With the BLUE," that network has redesigned its new contract forms for network and local facilities, using simplified terminology and larger type. Under the direction of Fred Farrar, the BLUE's design-consultant, the new forms in 11-point type are now similar to the basic typography and layout of all BLUE printed matter.

* * *

Forces in Growth

WMCA, New York, using a grey folder inscribed "Was greater tribute ever paid a radio station?", is sending out copies of the scroll dated Oct. 2, 1942, which Sachs Quality Furniture, New York, gave to the station in honor of its 20th year of broadcasting on WMCA [BROADCASTING, Sept. 28]. Signed by three Sachs executives, the scroll includes the phrase that the store "believes that radio in general and WMCA in particular have been the most constructive forces in our growth."

* * *

School Guides

A LISTENING GUIDE, suitable for posting on bulletin boards, is mailed monthly to Chicago teachers, schools and educational institutions by WBBM, Chicago. The guide, issued every month during the school year, lists educational, cultural and war service programs on WBBM-CBS.

* * *

Telephones Listeners

WERX JACKPOT, sponsored by M. Werk Co., St. Bernard, Ohio, on WKRC, Cincinnati, gives each person $5 cash who has a box of Werx in the home when telephoned by Nelson King, program conductor, during the broadcast. Telephone numbers are selected at random from the directory. Those who do not have Werx on hand get a repeat call several weeks later and to learn whether they really have the product, they are asked to read part of the advertising message.

* * *

Like Teletype

LETTER simulating a teletype news flash was sent out by R. C. Maddux, sales director, of WOR, New York, offering sports show by Stan Lomax for sponsorship.

WOW Magazine Wins

ONLY RADIO publication to receive an award at the 1942 Conference of the Southwestern Assn. of Industrial Editors held Oct. 10 at Stillwater, Okla., was the *WOW News Tower* Magazine, house organ of WOW, Omaha.

Judged on the basis of a comparison of the last 12 issues with a similar number of issues a year ago, the *WOW News Tower* won a triple achievement award of merit for superiority in production, editorial content and appearance. More than 100 house publications completed.

* * *

Heating Books

IMPORTANCE of the local heating serviceman in the national fuel conservation program is the theme of the booklet, "Do's and Don'ts of Fuel Saving," which Minneapolis-Honeywell Regulator Co., Minneapolis, is offering listeners on the BLUE program *Alias John Freedom*.

The company sponsors the spy series once every four weeks under the BLUE's teamed sponsorship plan for manufacturers no longer producing for the consumer. Also distributed to radio commentators, newspaper editors and columnists, the booklet lists simple rules to make a house easier to heat.

* * *

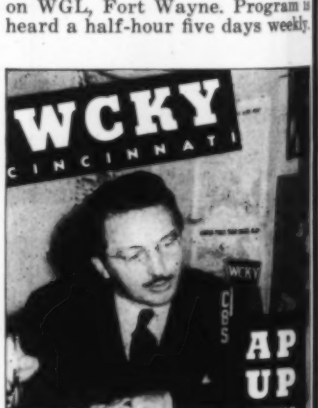
Bond Exhibits

EXHIBITION designed to show the public what their War Bonds and War Stamps will buy has been opened by WTIC, Hartford, with purchase of a War Stamp as the price of admission. On display are materials ranging from machine gun bullets to 100 pound demolition bombs, all manufactured in nearby plants.

* * *

Christmas Tips

CASH or War Stamp prizes are given for the best 25-word letters on "The Most Useful Merchandise Gift", on *Christmas Dollars*, a ten-week Christmas series opened on WGL, Fort Wayne. Program is heard a half-hour five days weekly.



WITH
REX DAVIS
4 TIMES DAILY

Studio Notes

HERO of World War II, Carl S. Dalby Jr., radio officer of the U. S. Merchant Marine, somewhere on the high seas, was saluted on his 21st birthday Oct. 22 by Fred Waring's NBC broadcast. Officer Dalby's mother traveled to New York from Oklahoma City for the occasion, appeared on the program, and heard the bandleader dedicate his newest tune, "The Merchant Marine March", to her son. During a recent naval battle, Officer Dalby and 31 men drifted for 42 days without food or water until rescued. On a visit in Oklahoma City he was honored on a WKY program. Dalby operated his own radio station, W5ESU, at the age of 12 and was later an announcer in Oklahoma City.

FOR THE SECOND time this year the *National Barn Dance* of WLS, Chicago, gave performances outside of Chicago to aid in the national scrap drive, and twice succeeded in collecting over 1,000,000 pounds of scrap metal and rubber. The first show was held in Bloomington, Ill. on June 23 and attracted 7,500 persons, while the most recent performance in Danville, Ill. on Oct. 14 drew 9,400. Admission price to each performance was 100 pounds of scrap but many of those who attended brought double and triple that amount.

HAROLD ISBELL, m.c. of Chicago, recently celebrated his 20th anniversary in radio. He started as an announcer on KFI, Los Angeles, two years later moved to KYW, Chicago, in 1926 joined KNX, Hollywood, and ten years later in 1936 joined WBBM, Chicago as m. c. of *Spelling Bee*. In 1937 he joined the faculty of Northwestern U, teaching radio speech and radio writing, and last week he started as m. c. of *Meet the Missus* on WBBM, replacing Jim Conway, now in Naval aviation officer training at Northwestern U.

TO celebrate the publcation of *Men Behind the War* by Johannes Steel, commentator of WMCA, New York, the station and the publisher, Sheridan House, will give a literary tea with Elsa Maxwell as hostess in the WMCA studios on Oct. 26, date of publication.

W47NY, New York, FM station, has received special permission from Ranom House, publishers, and Quentin Reynolds, author, to present readings of *Only the Stars Are Neutral*. Program is heard thrice weekly at 1 p.m.

KGEI, General Electric Co.'s shortwave station in San Francisco, saluted KFAR, Fairbanks, with a special half-hour program when the Fairbanks station increased its power to 5,000 watts recently. The shortwave salute was rebroadcast on longwave by KFAR.

WINNING TITLE for the *Show Without a Name* contest, conducted through its local affiliates by NBC, is *Everything Goes*. Aleen Wiggs, of New Albany, Ind., won a $500 War Bond for submitting the winning title.

STAFF MEMBERS of KXOK, St. Louis, have organized a bowling team to roll in "The Curfew League", one of the fastest leagues in St. Louis. The team will roll for charity benefits. John C. Roberts, general manager of KXOK, is in charge.

KGKO, Fort Worth, has a quarter-hour dramatic show, *Beyond the Fight*, in cooperation with the local War Chest Drive. Stories are based on events of World War II.

CBS has closed its publicity office in San Francisco, abolishing the position held by Marie Houlahan. The KQW department has been absorbed by the sales promotion department.

BUSINESS FORUM to be inaugurated on WMCA, New York, Oct. 30, will be designed to bring to owners and operators of small business concerns in the metropolitan area, discussions of various Government orders as they affect the retail trade. Key Government officials will be heard in pickups from Washington, followed by studio discussions by representatives of the retail firms.

WOWO-WGL, Fort Wayne, Ind., played an important part in a civilian defense film recently made. Titled "Bombs over Fort Wayne," the film depicts what would happen when and if an air raid takes place at Fort Wayne. Clair Weidenaar of WOWO-WGL production staff directed the film, assisted by WOWO personnel.

ONE HUNDRED percent cooperation under the payroll deduction plan for the purchase of War Bonds, has been achieved by 270 employes of NBC Chicago, according to Harry C. Kopf, vice-president and general manager of the NBC central division.

WNEW, New York, has signed a contract with Zeke Manners and his Hillbilly Gang to broadcast exclusively for the station.

KMOX All-Night

FULLTIME operation for the duration was begun by KMOX, St. Louis, Oct. 18, first station in that busy industrial city to operate regularly around the clock. Previously, KMOX had been on the air from 5-1:30 a.m.

CARRYING OUT its announced policy of presenting live studio productions on its English program schedule, WOV, New York foreign language station, has lined up six new features to replace to a large extent its recorded music programs.

WCHV, Charlottesville, Va., was forced from the air for 12 hours when a six-foot flood tide washed away telephone lines connecting the studio and transmitter. Coca-Cola's *Spotlight Bands*, Gracie Fields for Pall Mall, and several local commercials had to be cancelled. Because of censorship, WCHV refrained from mention of flood.

WKNE, Keene, N. H., has two new programs featuring Henry Davis Nadig, local newspaper columnist. Mr. Nadig is m.c. on a half-hour quiz program, *On The Spot*, and moderator of a forum consisting of Mayor Richard L. Holbrook, and other prominent local personalities.

AN ANTHOLOGY of radio scripts exemplary of how radio writers are treating the American war effort is now being prepared by the Radio Writers Guild and titled *Radio Fights the War*. A group of non-member judges will select the scripts.

COMPLETE cast of *Mr. District Attorney*, NBC program sponsored by Bristol-Myers Co., New York, for Vitalis, was heard on MBS last week, in a special script written for MBS War Bond series, *The Saturday Night Bond Wagon*.

WWVA, Wheeling, had a special broadcast from the range of the local civilian defense rifle corps. Jack Welsh was at the mike.

WINX, Washington, began Oct. 20 a three-weekly sports program featuring John Bartlett who interviews prominent sports personalities.

IT'S A MONEY-LADEN MARKET, MISTER!...

Defense industries—the plants which are arming our nation—have invaded the machine tool manufacturing center of America. With them they brought employment and increased purchasing power for thousands.

These workers need and buy the products they hear advertised! So, advertisers who are meeting today's problems with today's methods, are reaching this richer market through WSPD, the 5,000 watt Toledo Station which delivers a great share of the listening audience of Northwestern Ohio and Southern Michigan.

5000 WATTS — A FORT INDUSTRY STATION — BASIC NBC

WSPD TOLEDO, OHIO

"Since 1921 The Voice of Toledo"

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCHS, Charleston, W. Va.

General Mills Inc., Minneapolis (Wheaties), *t*, thru Knox Reeves Adv. Inc., Minneapolis.
Grove Labs., St. Louis (Bromo Quinine), *sp*, thru Russel M. Seeds Co., Chicago.
Fort Pitt Brewing Co., Sharpsburg, Pa., *sp*, thru BBDO, N. Y.
Weidemann Brewing Co., Newport, Ky., *t*, thru Strauchen & McKim, Cincinnati.
Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draught, Cardui), *ta*, thru McCann-Erickson, N. Y.
Stanback Co., Salisbury, N. C. (Stanback), *sa* and *ta*, direct.
Lever Bros., Cambridge, Mass. (Vimms), *ta*, thru BBDO, N. Y.
Kellogg Co., Battle Creek (All-Bran), *ta*, thru Kenyon & Eckhardt, N. Y.
Manhattan Soap Co., New York (Sweetheart), *sa*, thru Franklin Bruck Adv. Corp., N. Y.
Carter Products, New York (Carter's pills), *sa*, thru Ted Bates Inc., N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), *ta*, thru Young & Rubicam, N. Y.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Avalon cigarettes), *ta*, thru Russel M. Seeds, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (syrup pepsin), *ta*, thru Sherman & Marquette, Chicago.
Red Top Brewing Co., Cincinnati, *ta*, thru Joseph Adv. Agency, Cincinnati.
Falls City Brewing Co., Louisville, Ky., *ta* thru Anfenger Adv. Agcy., St. Louis.
BC Remedy Co., Durham, N. C. (headache powders), *sa*, thru Ferry-Hanley Co., N. Y.
Plough Inc., Memphis, Tenn. (St. Joseph Aspirin), *ta*, thru Lake-Spiro-Shurman Co., Memphis.
Musterole Co., Cleveland, *ta*, thru Erwin, Wasey & Co., N. Y.
Beaumont Co., St. Louis, Mo. (4-Way cold tablets), *sa*, thru H. W. Kastor & Sons, Chicago.

WNEW, New York

Musterole Co., Cleveland, 3 *t* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
New York State Bureau of Milk Publicity, Albany, 3 *t* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Franck Chicory Co., 3 *sp* weekly, thru Bullard Agency, Port Huron, Mich.

KOMA, Oklahoma City

Curtiss Candy Co., Chicago (Carlton fruit juices), 390 *ta*, thru C. L. Miller Co., N. Y.
Paramount Pictures, New York, 52 *ta*, 1 year, thru Buchanan & Co., N. Y.
Rit Products Corp., Chicago (Rit), 120 *ta*, thru Earle Ludgin Inc., Chicago.
Carter Products Inc., New York (Carter's pills), 78 *ta*, thru Ted Bates Inc., N. Y.
Griesedieck Bros. Brewery, St. Louis, 6 *ne* weekly, thru Ruthrauff & Ryan, Chicago.
Chamberlain Sales Corp., Des Moines (lotion), 78 *ta*, thru Cary-Ainsworth Co., Des Moines.
Kellogg Co., Battle Creek (corn flakes), 230 *ta*, thru J. Walter Thompson Co., Chicago.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 104 *ta*, thru Ralph Moore Inc., St. Louis.
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's Shortening), 5 *t* weekly, thru Crook Adv. Agency, Dallas.
Vick Chemical Co., New York, 3 *ne* weekly, 26 weeks, thru Morse International, N. Y.
Willard Tablet Co., Chicago (stomach tablets), 30 *sp*, thru First United Broadcasters, Chicago.
Block Drug Co., Jersey City (Gold Medal oil capsules), 156 *ta*, thru J. Walter Thompson Co., N. Y.
Quaker Oats Co., Chicago, 35 *ta*, thru Ruthrauff & Ryan, Chicago.
Macfadden Pubs., New York, 6 *ta*, thru Arthur Kudner Inc., N. Y.
Longines-Wittnauer Watch Co., New York, 78 *t*, thru Arthur Rosenberg Inc., N. Y.
Penick & Ford, New York (My-T-Fine), 44 *ta*, thru BBDO, N. Y.

KOWH, Omaha

Quaker Oats Co., Chicago, 12 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Foreman & Clark, Omaha (Clothing Chain), 20 *sa* weekly; 1 *sp* weekly, thru Firestone Advertising Agency, St. Paul.
Uncle Sam Breakfast Food Co., Omaha, 12 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.
Georgie Porgie Co., Council Bluffs, Ia. (cooked cereal), 18 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.
Sargent & Co., Des Moines (stock feeds), 3 *sa* weekly, thru Fairall & Co., Des Moines.
National Soap & Refining Co. (Linal granulated soap), Des Moines, Ia., 6 *sp* weekly, thru Son De Regger & Brown Adv. Agency, Des Moines.

KHJ, Los Angeles

Bond Stores Inc., New York (clothes), 6 weekly *ne*, thru Neff-Rogow, N. Y.
Quaker Oats Co., Chicago, 6 weekly *ta*, thru Ruthrauff & Ryan, Chicago.
Noxzema Chemical Co., Baltimore, weekly *sp*, thru Ruthrauff & Ryan, N. Y.

WFIL, Philadelphia

Philadelphia & Reading Coal & Iron Co., Philadelphia, 2 *sa* weekly, 26 weeks, thru McKee & Albright, Philadelphia.
Yager's Liniment Co., Baltimore, 6 *sa*, 7 weeks, thru Harvey-Massengale Co., Durham, N. C.
Murine Co., Chicago, 2 *sa* weekly, 13 weeks, thru BBDO, Chicago.
Pabst Sales Co., Chicago (Pabst Beer), 1 *sp*, 12 weeks, thru Lord & Thomas, Chicago.
Jacob Hornung Brewing Co., Philadelphia 1 *sp* weekly, 13 weeks, thru John Falkner Arndt & Co., Philadelphia.
Atlantic Refining Co., Philadelphia, 1 *sp* weekly, 8 weeks, thru N. W. Ayer & Son, Philadelphia.
Allied Mills, Chicago (Wayne feed), 2 *sp* weekly, 32 weeks, thru Louis E. Wade, Fort Wayne, Ind.
Lever Bros., Cambridge, (Vimms), 6 *ta* weekly, 6 weeks, thru BBDO, N. Y.
National Biscuit Co., New York (Premium Crackers), 12 *ta* weekly, 14 weeks, thru McCann-Erickson, N. Y.
Quaker Oats Co., Chicago (Mother's Oats), 6 *ta* weekly, 5 weeks, thru Ruthrauff & Ryan, Chicago.
American Chicle Co., Long Island City, N. Y. (Chiclets), 60 *sa* weekly, 14 weeks, thru Badger, Browning & Hersey, N. Y.
Beaumont Co., St. Louis (4-Way Cold Tablets), 11 *sa* weekly, for 20 weeks, thru H. W. Kastor & Sons, Chicago.

WTOC, Savannah

Beaumont Co., St. Louis (cold tablets), 5 *sa* weekly, 16 weeks, thru H. W. Kastor & Sons, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (laxative senna), 5 *ta* weekly, 14 weeks, thru Sherman & Marquette, Chicago.
Gospel Broadcasting Assn., Los Angeles (religious), *t* weekly, 1 year, thru R. H. Alber Co., Los Angeles.
Luden's Inc., Reading (cough drops), 4 *sa* weekly, 20 weeks, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland, 5 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WABC, New York

Spratt's Patent Ltd., Newark, N. J. (dog food), 5 *sa* weekly, thru Paris & Peart, N. Y.
A. Goodman & Sons, Brooklyn (macaroni and spaghetti), 2 *sa* weekly, thru Al Paul Lefton Co., N. Y.
Studebaker Corp., South Bend, Ind. 3 *ne* weekly, thru Roche, Williams and Cunnyngham, N. Y.
R. C. Williams & Co., New York (Royal Scarlet food), 3 *sa* weekly, thru Alley & Richards Co., N. Y.
Lehn & Fink Products Corp., New York (Hind's Honey & Almond Cream), 5 *sa* weekly, thru William Esty & Co., N. Y.

WDAY, Fargo, N. D.

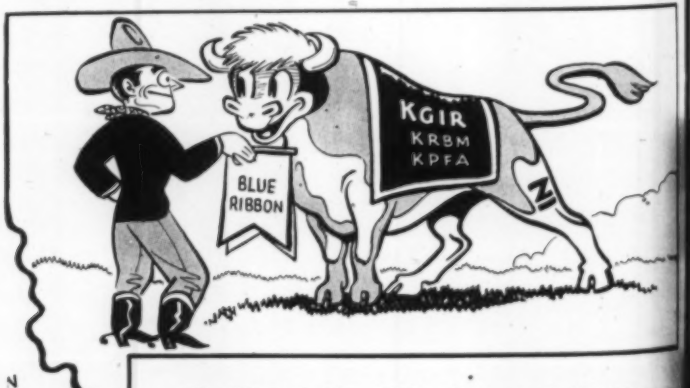
American Chicle Co., Long Island City (gum), 106 *ta*, thru Badger & Browning, Boston.
Beebe Labs., St. Paul (poultry vaccine) 3 *ta* weekly, thru Campbell-Mithun, Inc., Minneapolis.
Oyster Shell Products Corp., New Rochelle, N. Y. (feed), 1 *ta* weekly, 1 year, thru Cecil & Presbrey, N. Y.
Chamberlain Sales Corp., Des Moines (lotion), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Oelwein Chemical Co., Oelwein, Ia. (Oens) 86 *sa*, thru Cary-Ainsworth, Des Moines.
Mentholatum Co., Wilmington, Del., 4 *a* weekly, thru Dillard Jacobs Agcy., Atlanta.
Pennsylvania Salt Mfg. Co., Philadelphia, 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Plough Inc., Memphis (St. Joseph aspirin) 6 *ta* weekly, 6 months, thru Lake-Spiro-Shurman Co., Memphis.
Plough Inc., Memphis (Penetro nose drops), 6 *ta* weekly, 6 months, thru Lake-Spiro-Shurman Co., Memphis.
J. A. Folger & Co., Kansas City (coffee), 5 *t* weekly, 1 year, thru Lord & Thomas, Chicago.
Roma Wine Co., Fresno, Cal., 195 *sa*, thru McCann-Erickson Inc., N. Y.
Vick Chemical Co., New York (Vick chemical products), 2 *sp* weekly, 1 year, thru Morse International, N. Y.
Luden's Inc., Reading (cough drops), 4 *sa* weekly, 7 months, thru J. M. Mathes Inc., N. Y.
Griggs, Cooper & Co., St. Paul (food), 1 *sa* weekly, 1 year, thru McCord Co., Minneapolis.
Flex-O-Glass Mfg. Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Sunway Fruit Products Co., Chicago (vitamins), 9 *sp* weekly, thru Sorensen & Co., Chicago.
Pinex Co., Fort Wayne, 10 *sa* weekly, 12 weeks, thru Russel M. Seeds, Chicago.
Jacques Seed Co., Prescott, Wis. (seed corn), 3 *sa* weekly, 26 weeks, thru Triangle Adv. Agency, Chicago.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 10 *ta* weekly, 17 weeks, thru Young & Rubicam, N. Y.

KHJ, Los Angeles

Italian Swiss Colony, San Francisco, Cal. (wine), 3 weekly *t*, thru Leon Livingston Adv., San Francisco.
Coast Federal Savings & Loan Assn., Los Angeles, 5 weekly *sp*, thru Robert F. Dennis Inc., Los Angeles.
Ex-Lax Inc., Brooklyn, 5 weekly *ta*, thru Joseph Katz Co., N. Y.
Steak Specialties Co., Los Angeles (Strato beef steaks), 26 *sp*, thru Lockwood-Shackelford Adv. Agcy., Los Angeles.
Rockwood & Co., Brooklyn (chocolate "bits"), 32 *sp*, thru Federal Adv. Agcy., N. Y.
Joseph Dixon Crucible Co., Jersey City (Ticonderoga pencils), 35 *t*, thru Federal Adv. Agcy., N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 179 *ta*, thru Ruthrauff & Ryan, N. Y.
Sparkletts Drinking Water Corp., Los Angeles (Sparkletts), 2 weekly *t*, thru Raymond R. Morgan Co., Hollywood.
A. S. Boyle Co., Vernon, Cal. (Harmony vitamins), 3 weekly *ne*, thru J. Walter Thompson Co., Los Angeles.
Bohemian Distributing Co., Los Angeles (Acme beer), 28 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.



The Winner—Blue Ribbon Coverage in Montana.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

CORN PRODUCTS REFINING Co., New York (Kremel desserts), has purchased another special news package on KSTP, St. Paul, giving that station 48 sponsored news periods weekly. Other news sponsors are Eichman Bros. Cleveland; Phillips Petroleum Co., Bartlesville, Okla.; Bristol-Myers Co., New York; Manhattan Soap Co., New York; Griffin Mfg. Co., Brooklyn; Model Laundry, St. Paul; Minnesota Milk Foundation; St. Paul Book & Stationery Co.; Gruen Watch Co., Cincinnati; Vick Chemical Co., New York.

REV. JOHN F. MacARTHUR, Eagle Rock, Cal. (religious), on Oct. 4 started sponsoring the weekly half-hour program *Voice of Calvary*, on three Don Lee California stations (KGB KXO KVOE), with pickup from KPAS, Pasadena, Sunday, 10-10:30 p.m. (PWT). Contract is for 21 weeks. Dean L. Simmons, Los Angeles, has the account.

AIRPORT Ground Schools, Inc., Hollywood (technical training), in addition to a daily quarter-hour of recorded music on KIEV, Glendale, also uses news spots on that station as well as occasional announcements on KFWB. Other Southern California radio is contemplated. Agency is West-Marquis Inc., Los Angeles. John L. Buono is account executive.

EASTERN-COLUMBIA, Los Angeles, chain department store, in a Christmas shopping campaign which started in early October, currently is using a total of 100 transcribed one-minute announcements weekly on four stations in that area—KECA KFVD KMTR KMPC. Stodel Adv. Co., Los Angeles, has the account.

NELSON BROS., Chicago (furniture) has started sponsorship of *Salute to Victory*, interviews with Army and Navy recruits and inductees, six evenings a week, on WBBM, Chicago. Company now sponsors 4¼ hours weekly on WBBM. Agency is Geo. H. Hartman Co. Chicago.

ROCKWOOD & Co., Brooklyn (candy), in a holiday campaign which started Oct. 19, is sponsoring participation six times weekly in the combined *Sunrise Salute and Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. Federal Adv. Agency, New York, has the account.

SPARKLETTS DRINKING WATER Co., Los Angeles, on Oct. 19 started sponsoring Fulton Lewis jr. twice-weekly, on KHJ, Hollywood. Contract is for 52 weeks. Firm also sponsors thrice-weekly participation in *Homemakers Club* on that station, and in addition a five weekly five-minute newscast on KFI, Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

Anderson in Army

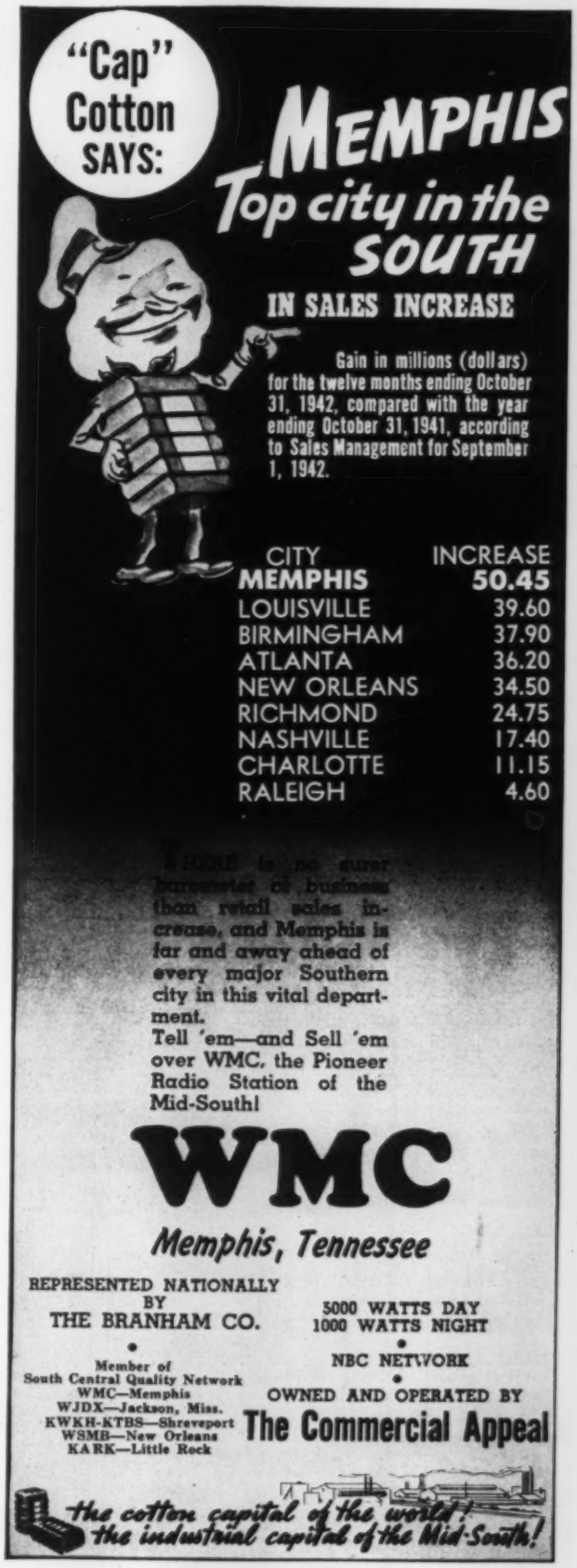
HUBBARD E. ANDERSON, advertising manager of Union Oil Co., San Francisco, has enlisted as an aircraft mechanic in the Army Air Forces. His enlistment came after a special recruiting drive for men with manual skill which the San Francisco Advertising Club had handled. He is stationed at Stockton Field, advanced flying school of the West Coast Army Air Forces Training Center.

MAPLE LEAF MILLING Co., Toronto (Monarch Live Stock Feed and Poultry Feed), on Oct. 19 started the 10-minute transcribed program *Corner Store* three times weekly on CHNS, Halifax, N. S.; CJLS, Yarmouth, N. S.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CHLT, Sherbrooke, Que.; CKCO, Ottawa; CKTB, St. Catherines, Ont.; CHEX, Peterborough Ont.; CKWS, Kingston, Ont.; CKNX, Wingham, Ont. Account was placed by Cockfield, Brown & Co., Toronto.

KRUTH CHINA Co., St. Louis, returns to KSD Nov. 8 with a weekly 15-minute musical show titled *Serenade in Waltz Time*, Sundays, 2-2:15 p.m.

SOLO'S WOMEN'S SPECIALTY SHOP, Philadelphia, has renewed *The Name You Will Remember* on KYW, Philadelphia. Vernik Adv. Agency has the account.

MUSTEROLE Co., Cleveland, has contracted to present *Let's Take a Look in Your Mirror* on CFRB, Toronto; CKCO, Ottawa; VOCM, St. Johns, Newfoundland. Agency is Erwin, Wasey & Co. New York.


"Cap" Cotton SAYS:
MEMPHIS
Top city in the SOUTH
IN SALES INCREASE
Gain in millions (dollars) for the twelve months ending October 31, 1942, compared with the year ending October 31, 1941, according to Sales Management for September 1, 1942.
CITY INCREASE
MEMPHIS 50.45
LOUISVILLE 39.60
BIRMINGHAM 37.90
ATLANTA 36.20
NEW ORLEANS 34.50
RICHMOND 24.75
NASHVILLE 17.40
CHARLOTTE 11.15
RALEIGH 4.60
THERE is no surer barometer of business than retail sales increase, and Memphis is far and away ahead of every major Southern city in this vital department.
Tell 'em—and Sell 'em over WMC, the Pioneer Radio Station of the Mid-South!
WMC
Memphis, Tennessee
REPRESENTED NATIONALLY BY THE BRANHAM CO.
5000 WATTS DAY
1000 WATTS NIGHT
NBC NETWORK
Member of South Central Quality Network
WMC—Memphis
WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock
OWNED AND OPERATED BY
The Commercial Appeal
the cotton capital of the world!
the industrial capital of the Mid-South!

THRIFTY DRUG Co., Los Angeles (Southern California chain) on Oct. 26 starts sponsoring a five weekly five-minute newscast by Dick Joy on KNX, Hollywood. Contract is for 52 weeks. Firm also sponsors the nightly quarter-hour commentary, *Inside the News with John Burton*, on KFI, Los Angeles, with Erskine Johnson's *Hollywood Spotlight* on KECA that city, five times weekly. An average of 35 *Win the War* time signal announcements are also used on the latter station each week. Latter contract is for 52 weeks, having started Oct. 15. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

THREE SPONSORS of transcribed series, *Flying for Freedom*, announced by NBC's radio-recording division, are: Jacob Reed Stores (men's clothing), aired on KYW, Philadelphia; National House Furnishing Co., on WESX, Salem, Mass.; Selected Dairies on WSJS, Winston-Salem, N. C.

TWIN CITY SHELLAC Co., Brooklyn, has signed for live announcements on WHN, New York, adding to its schedule of seven spots weekly on WEVD, New York for Dan-Dee floor polish and wax. Firm, which started on WHN last fall with one-minute transcriptions, may expand its radio advertising. Agency is Diener & Dorskind, New York.

WALTER M. LOWNEY Co., Montreal (candy), on Oct. 19 started *Lowney's Young Canada Club* thrice-weekly as quarter-hour children's safety program by children on CFRB, Toronto. Dramatizations of what Canadian children are doing in the war effort will be featured. Account is handled by Harry E. Fester Agencies, Toronto.

EDELBRAU BREWERY Inc., Brooklyn, on Oct. 30 will launch a weekly half-hour program on WOR, New York, having discontinued sports and music program on three other New York stations. Aired 7:30-8 p.m. the series will feature Ray Block with his orchestra, Jerry Cooper, vocalist, football predictions by Tom Meany, sports columnist of *PM*, New York newspaper, and interviews conducted by Jimmy Jemail, *New York Daily News* photographer. Roy S. Durstine Inc., New York, handles the account.

A. S. BOYLE Co., Los Angeles (Harmony vitamins) to complete a time contract, on Oct. 14 started sponsoring the thrice-weekly quarter-hour early morning MBS commentary, Boake Carter, on KHJ, Hollywood. Contract is for four weeks. Agency is J. Walter Thompson Co. Los Angeles.

COTTON'S BAKERIES, Baton Rouge, Shreveport, Alexandria, La., and Weil Co., New Orleans, (Holsum Bread) are placing locally one-minute transcribed announcements by the Ten-tette, talent group, with Guy Savage announcing. Announcements were produced by W. E. Long Co., Chicago.

MANISCHEWITZ Co., New York (matzohs), started a musical program titled *Yiddish Swing* on WHN, New York, Oct. 25. Now in its fourth season, the series is aired Sunday, 1-1:30 p.m. presenting Yiddish folksongs in swingtime. A. B. Landau, New York, handles the account.

BYERS FLOUR MILLS, Camrose, Alta., has started a weekly transcribed program on a number of western Canadian stations. Account is placed by Stewart-McIntosh, Calgary, Alta.

NOTHING TO SELL, but Breezy Wynn, former Vol football star, signs for sponsorship of U of Tennessee football games on WNOX, Knoxville. Three firms that Mr. Wynn heads are now engaged 100% in war work, but use radio regularly. Commercials are devoted entirely to War Bonds and War Stamps.

PHILCO Corp., Philadelphia, in addition to sponsoring U of Pennsylvania football games on WCAU, Philadelphia, is simultaneously televising the games over its own station, WPTZ. Taylor Grant's play-by-play descriptions are used on both stations.

YELLOW CAB Co., Philadelphia (taxicabs), has renewed its contract with WCAU, Philadelphia, for another year with Powers Gouraud continuing his *Night Owl* programs for another 52 weeks, Mondays thru Fridays, 11:15 p.m. Aaron & Brown, Philadelphia agency, handles the account.

GARRETT & Co., Brooklyn (Virginia Dare Wine), including Southern California in its Christmas holiday campaign, on Oct. 12 started using 17 spot announcements weekly on KFWB, Hollywood. Agency is Ruthrauff & Ryan, New York.

O'HARRA BUS LINES, Anchorage, Alaska, in early October started sponsoring the quarter hour transcribed adventure serial, *Klondike*, on KFQD, that city. Saga of Alaska's gold rush days was written by Hector Chevigny, Hollywood writer, and features Bea Benadaret and Fred Shields, with original music by Thomas Poluse. Ralph L. Power Agency, Los Angeles, holds sales rights to the series.

TATMAN Inc., Chicago (silver and glassware store), on Oct. 26 began sponsorship of one-hour recorded program of classical music, *Music Lover's Hour* Monday through Saturday on WCFL, Chicago.

HOPE AND FIBBER TOP HOOPER LIST

THE Oct. 15 Hooper "national" program ratings report shows *Bob Hope* in first place with 31.7, *Fibber McGee & Molly* second with 28.8, *Charlie McCarthy* and *Jack Benny* tied for third with 24.5. Others in the list of "First 15", in order, are *Aldrich Family*, *Radio Theatre*, *Walter Winchell*, *Frank Morgan-Fanny Brice*, *Eddie Cantor*, *Mr. District Attorney*, *Rudy Vallee*, *Music Hall*, *Kay Kyser*, *Burns & Allen*, and *One Man's Family*.

Red Skelton continues to lead the list of programs measured by partial rather than full national interviewing coverage, with a rating of 23.7.

The evening "Set-In-Use" index published in the Oct. 15 report stands at 28.3, up 2.9 from the Sept. 30 report and off 0.5 from the Oct. 15 of last year. The average evening rating was 9.9, up 1.2 from the Sept. 30 report and up 0.2 over last year. Programs showing losses of audience totalled 20, 70 showed gains, and five were unchanged.

Hooper's Oct. 15 report also includes a table of October ratings for Bob Hope from 1938 to 1942 as follows: 14.1; 15.3; 22.9; 25.4 and the current 31.7.

Women's Survey

RADIO DRAMATIZATIONS based on motion picture scripts are popular with 71.40% of the women surveyed nationally by the Women's Institute of Audience Reactions, under the direction of Mrs. Agnes Grew. The survey revealed that women were found to like good music, poetry, and intelligent discussions of current news, health and diet, as part of their radio entertainment. The Institute's surveys show that women buy 85% of the goods sold in this country, including men's clothes; women compose 65% of the audiences in motion picture houses, and "women induce 99.44% of male America to accompany them to evening shows."

WPDQ Has 5,000 W.

IT WAS erroneously reported in the Oct. 12 BROADCASTING that WPDQ, Jacksonville, which started operations Oct. 9, is a 250-watt station. WPDQ operates on 5,000 watts on 1270 kc.

ONE Outstanding Market

Pay dirt!—30 counties of it in this area—with 8,114 active retail outlets to work through.

with ONE Selling VOICE

WTAD ranks first as "listened to most often" in more counties (50 mile radius) than all other stations combined. We have the proof!

about which ONE Feed Manufacturer Says

R. E. Whitfield, President, Illinois Manufacturing Co., Quincy: "We have been using WTAD since the first year it went on the air, over 15 years ago. What more can we say?"

NOW—Some Good Program Buys That'll Pay Their Way and Then Some!

"930 on the Dial"

WTAD

QUINCY, ILL. C. B. S. 1000 Watts

THE KATZ AGENCY National Representative

WDOD

CHATTANOOGA, TENNESSEE

5,000 WATTS NIGHT and DAY

REPRESENTATIVES PAUL H. RAYMER CO.

Educators Found To Listen Seldom

TEACHERS, the most persistent critics of radio, are among those who listen least, according to a survey made by Lionel W. Nelson of WDBO, Orlando, Fla., on "The Influence Radio Announcers Have On The National Frame of Speech".

According to figures supplied by Mr. Nelson, University professors, who berate radio in general, and particularly its personnel and pronunciation, listen an average of 1.8 hours per day, or less than 10% of the industry's million word daily output.

The same survey shows that the less critical public school teachers listen 1.9 hours daily.

Mr. Nelson's study included investigation of the qualifications of radiomen to influence the national frame of speech. He found that 548 of 598 announcers were high school graduates, 309 had college degrees and 54 were doing post-graduate work. Half the announcers, 276, had special training in speech and dramatics.

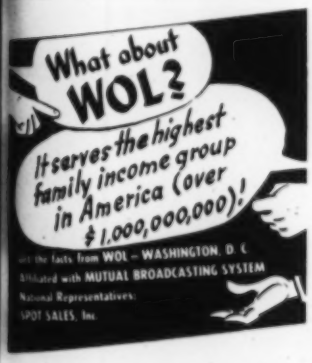
The study uncovered strong evidence that standardization of American speech is underway, with 'regional' and 'national' service of the networks tending to eliminate 'localisms'. Stations and station managers testified to a tendency toward a more "conversational" type of speech.

The same sources revealed that 'dramatic' presentation of sales copy is increasingly frowned on, with station owners and operators, rather than educators, fathering the reform.

Adopt Cadets

JIM AND MARIAN JORDAN, who portray Fibber McGee and Molly on the weekly NBC program by that title, having "adopted" the Army Air Force cadets stationed at Lemoore Field, recently presented them with special medals for athletic, scholastic and military achievements. At request of cadets, the medals, in form of silver identification wristlets, will bear etched autographs of "Mom" and "Pop" McGee.

LOU BRING, Hollywood conductor-composer, in early November joined the BLUE, Hollywood, as musical director. He will be featured on a twice-weekly half-hour program *Lou Bring Presents*, which starts Nov. 3.


What about WOL?
It serves the highest family income group in America (over $1,000,000,000)!
Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

HOW ACCIDENTS HELP the Axis was demonstrated by WHK-WCLE, Cleveland, Announcers Bob Geis (l) and Fred Smith. As 'Hitler' and 'Hirohito' they gleefully violated Cleveland's traffic regulation on downtown streets and patted jaywalkers on the back. Here two patrolmen show how they would handle the pair.

REQUESTS JUMP

NBC Notes 400% Increase In Educational Queries

REQUESTS from listeners for information about NBC's educational programs and allied program aids, have jumped 400% over June, according to a compilation of public service queries received in September by NBC's information department.

This increased interest in more learned broadcasts has not diminished the usual run of requests, both light and serious in tone, the survey shows.

Few letters are from so-called "cranks", NBC reports, although commentators continue to receive caustic criticism from those disagreeing with their opinions, as well as loyal praise from listeners who think as they do.

NBC's Honor Roll

WITH 30 additional employes joining the armed forces in September, NBC now has 383 in military service. Of this number, 272 were from NBC headquarters in New York; 38 from Chicago; 29 from Hollywood; 16 from Denver and 13 from Washington. Nine have left Cleveland studios, and six have gone from San Francisco.

NATIONAL ASSN. of Broadcast Engineers and Technicians (NABET), has negotiated a contract with WPTF, Raleigh, N. C., covering wages and working conditions of station engineers and technicians. Negotiations were conducted by S. E. Newman, NABET Washington, D. C. representative and J. N. Weatherspoon, president of WPTF.

AN UNUSUAL stage presentation at the Roxy Theatre in New York features two local radio commentators—Johannes Steel, WMCA, and George Hamilton Combs, WHN—in a ten-minute spot news stint, immediately following the newsreel and preceding the main picture.

ORDER was adopted by the FCC Oct. 21 granting the application of WSAM, Saginaw, Mich., for a change of frequency from 1230 to 1400 kc., and increase of power from 100 watts part-time to 250 watts unlimited.

Play by Play

BOB KELLY, assigned by WJR, Detroit, to cover U of Michigan football games, furnished the *Michigan Daily*, university student publication, with a play-by-play account. The paper wanted more than the running account of the game made available through the Associated Press. Bob Kelly's broadcasts were used, and "extras" were issued on the first two home games of the season.

WHK Store Series

WILLIAM TAYLOR SON & Co., one of Cleveland's largest and oldest retail stores, has contracted with WHK, Cleveland, for a series of nightly news broadcasts at 11 p.m. for a period of one year. Effective immediately, the program's commentary will be handled by Murray Young, with Francis Pettay as announcer.

Cotton Pickers

JACK REILLY, manager of KOY, Phoenix, led his station staff into the cotton fields recently to join the Victory Labor Volunteers in harvesting Arizona's lone staple crop. Organist Al Becker was best amateur cotton picker with 14 lbs. to his credit. Program Director Jack Williams grossed 13 lbs. with account executive John Hogg totaling 12 lbs.

Pilots Fortress at Rabaul

FREDERICK F. WESCHE, former NBC page boy, took part in the bombing of the Japanese base at Rabaul, New Britain Island, as pilot of one of the big Army Flying fortresses. Wesche's name has appeared from time to time in dispatches from "somewhere in New Guinea".

Kate Honored

KATE SMITH, CBS singing star, has been made an honorary life member of the Blue Star Mothers of America for "outstanding ability, superior entertainment and devotion to service for our sons and daughters in the armed forces of the nation."

MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns the likes of Incline (Ky.). But it's a *glide* in the Louisville Trading Area, where you have 57.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that *completely* covers the Louisville Area *at low cost!* . . . That's why more and more smart advertisers are concentrating on Louisville, with WAVE. Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

COVERAGE or CUSTOMERS?

You See the BIG Difference When You see your story . . .

Aimed EXCLUSIVELY at the 70% who work with their Hands — QUICKLY DIRECTLY RESPONSIVE

You may have *coverage*. But you KNOW you have *customers* when — for WDZ's low 1000-watt sales cost — you bring in 3,343 cash orders from 78 5-minute programs (just one of many WDZ "case histories").

WDZ
TUSCOLA ILLINOIS
1000 WATTS

WDZ's "DIRECTIONAL PROGGRAMMING" does it! Tested and *proved* by 20 years of RESPONSE.

Want to—test a new product . . . perfect a show "package" . . . transform copy "misses" into "hits"?

Write us for availabilities and program details TODAY!

HOWARD H. WILSON CO. - Representatives
New York, Chicago, Kansas City, San Francisco

206,154 Listener Letters During 1941 !!

AUDIENCE IN N. Y. MOSTLY FEMININE

MORNING, noon and night, the New York radio audience is predominantly feminine and in the over-30 age group, according to figures released last week by the Pulse of New York, based on personal interviews covering the months of August and September. For the entire week, from 9 a.m. Monday to 10 p.m. Sunday, the average audience was made up of 66% women and 34% men. The age breakdown shows 18% under 20, 15% from 20 to 29, 41% from 30-44, 26% age 45 and over.

Study shows the largest percentage of women during the morning hours of Monday-through-Friday, when 86% of the listeners were women. Sunday afternoons had the largest masculine audience, with 45% of the listeners men. Average number of listeners per receiver was highest on Sunday evenings, with 2.2 listeners per set, compared with a 1.7 average for the entire week.

Research has so far failed to disclose any very important differences between women who listen to daytime serials and women who don't, Dr. Paul F. Lazarsfeld, director of the Office of Radio Research, Columbia U, told a luncheon meeting last Wednesday in celebration of the first anniversary of Pulse of New York. The Government as well as advertisers, he said, realizes the importance of this audience and now these programs are filled with war themes.

Comparing the listeners with the non-listeners, he continued, women in small towns tend to listen more than city dwellers; there is more listening in the lower income, less well educated class and more listening in non-telephone that in telephone homes, even in the same income brackets; women who listen in the daytime also listen more at night than those who do not tune in the serial dramas.

Women who listen to the serials are found in all age groups, Dr. Lazarsfeld stated, and they listen on the average to from three to five serials daily.

Maj. Murray to Move

MAJ. GLADSTONE MURRAY, appointed recently to the newly-created post of director-general of broadcasting of the Canadian Broadcasting Corp., will move from Ottawa to Toronto towards the end of the month, making his headquarters in Toronto where the national program, commercial, station relations, traffic and other departments under his jurisdiction are stationed. He will occupy an office at 55 York St.

Paley's London Talk

CBS has issued a booklet titled *By Radio from London* containing the full transcript of the talk broadcast Sept. 19 by William S. Paley, president, during his recent visit to England. Heard as part of *The World Today* news program on CBS, the speech featured Mr. Paley's reactions to wartime England.

NORMA STOREY

PROBABLY YOUNGEST timebuyer in Canada is pretty blonde Norma Storey who holds that important post at the Toronto office of Lord & Thomas of Canada. You don't ask the ladies their age, but when Norma started her career in radio she was "perhaps 17", according to her former colleagues at the Canadian Broadcasting Corp. And it is but simple arithmetic after that, for she joined the CBC in January 1935. She came to Lord & Thomas in October 1941, when that agency was in the market for a timebuyer because marriage was depriving the radio department of its chief. Scouting around, Lord & Thomas picked Norma Storey from her job at the CBC.

Born and educated at Toronto, Norma started her business career right out of the Toronto High School of Commerce, as stenographer and teletype operator with the CBC. She had a lot to learn, but it was obvious she had a brain which was in the pink of condition and a rare appetite for the whys and wherefores. She learned quickly, graduated to secretary of the traffic manager at CBL, Toronto, became acting traffic manager for a brief span, then secretary to the station manager. From that post it was another step to timebuyer at Lord & Thomas, where her knowledge of station operations has stood her in good stead.

She handles network shows for Colgate-Palmolive-Peet products, including the most popular daytime Canadian program, *The Happy Gang*, which has been on the air continually for six years; *Share the Wealth*, weekly quiz show in which she takes part; *Penny's Diary*, weekly family sketch. She also places live, spot and network business for Quaker Oats Co. products, Pepsodent Co. of Canada, and other internationally known accounts.

Still single, she spends what little time she has to spare from her radio career swimming and riding.

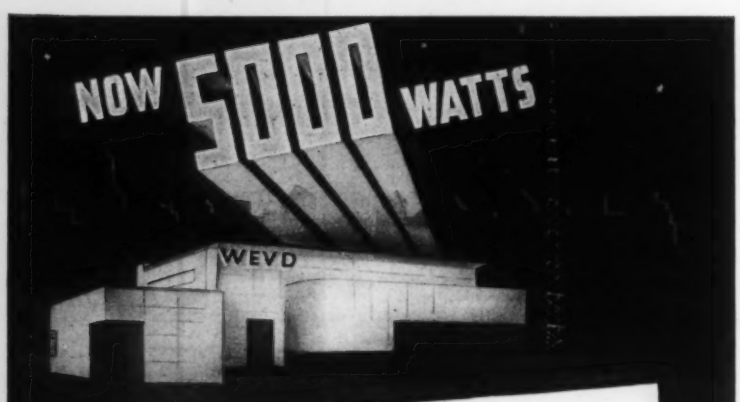
Craig Takes Radio Post With Benson & Bowles

WALTER CRAIG, former program director of WMCA, New York, who resigned Oct. 15, is joining Benton & Bowles, New York, Nov. 1 in an executive capacity in the agency's radio department. He previously was radio director of Street & Finney, New York, and prior to that was with World Broadcasting System.

Mr. Craig will work with Kirby Hawkes, manager of the Benton & Bowles radio department, and will probably take over most of the talent activities formerly handled by Bert Prager, who has joined Donahue & Coe, New York, as radio director. Assisting Mr. Craig will be Marion Connolly, former assistant to Esty Stowell, business manager of the B & B radio department. Mr. Stowell leaves the agency in three weeks, having received his commission as first lieutenant in the Marine Corps Aviation.

FTC Medicine Complaint

WILLIAM J. COOKSEY, operating as the World's Medicine Co., Indianapolis, has been charged with false advertising in a complaint issued last week by the Federal Trade Commission. The Commission said that "World's Tonic" falsely claimed, in radio continuity and other media, to be a harmless general tonic, but in truth might be dangerous to health if administered as directed.



5000 WATTS WEVD 1330 KILO

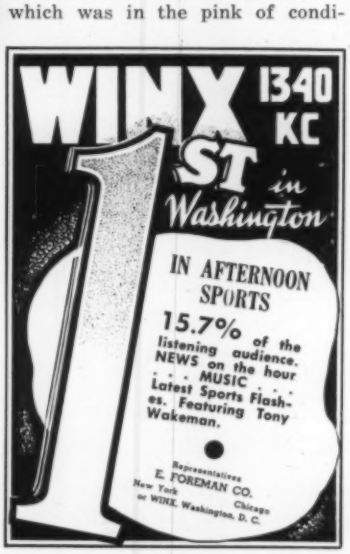
NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York


WINX 1340 KC
1 ST in Washington
IN AFTERNOON SPORTS
15.7% of the listening audience.
NEWS on the hour
. . . MUSIC . . .
Latest Sports Flashes. Featuring Tony Wakeman.
Representatives
E. FOREMAN CO.
New York Chicago
or WINX, Washington, D. C.

CHNS
Halifax, N. S.
Commanding the largest near at hand audience in the maritimes
Ask JOE WEED

Agencies

WALTER S. MAAS, former executive vice-president of Dorland International, New York, has been appointed president of the agency, succeeding Thomas M. Quinn, who has resigned to become executive vice-president of Irwin Vladimir & Co., New York. At Dorland, Arthur F. Connolly continues as vice-president and Howard S. Hadden as chairman of the board.

ALLEN S. FLOUTON, assistant account executive of Compton Adv., New York, has left the agency to join the Army.

THEO D. MANDELSTAM, former assistant manager of Henry J. Kaufman, Adv., Baltimore office, and more recently production manager for the headquarters office in Washington, is now in officer's training school of the Signal Corps. Marshall Jacobs, former production man in the Kaufman agency, is with the air cadets. Larry Blumenfeld is with the Chemical Warfare Division of the Army.

JACK D. TARCHER, head of J. D. Tarcher & Co., New York, has been made chairman of the advertising, publishing and public relations division of the New York and Brooklyn Federations of Jewish Charities for the 1942 campaigns.

EARLE THORAS, radio director and timebuyer of the Chicago office of McCann-Erickson, has been commissioned a captain in the Army specialist corps, and reported for training last Thursday at Camp Meade, Md. His duties will be filled by James Shelby, assistant radio director.

H. G. McCOY, who recently joined N. W. Ayer in Philadelphia as head of the public relations department, and Donald A. Lang, also of the agency's publicity department, have resigned to join Lewis & Gilman, new agency organized in Philadelphia by Paul L. Lewis and Wesley A. Gilman, former vice-presidents of Ayer.

THOMAS D'A BROPHY, president of Kenyon & Eckhardt, New York, was in Hollywood this past week looking for a successor to Joe Stauffer, who recently resigned as radio director to join the Army as instructor at West Point.

WILLIAM A. WOOD formerly publicity director of Raymond R. Morgan Co., Hollywood agency, has joined the Army as lieutenant and is stationed at Camp Crowder, Mo.

NORMAN STROUSE, assistant Pacific coast manager of J. Walter Thompson Co., San Francisco, has enlisted in the Army Air Forces as a private.

SAM PIERCE, one-time manager and radio director of Lennen & Mitchell, Hollywood offices, now discontinued, has been assigned by Ruthrauff & Ryan as New York producer of the five-weekly BLUE *Gracie Fields*, five-minute song and patter program sponsored by American Cigarette & Cigar Co., New York (Pall Mall cigarettes). Show moves to Hollywood within two months, it was said, to enable Miss Fields to complete a motion picture assignment.

MAURICE MORTON, formerly in the radio department of William Morris Agency, Beverly Hills, Cal., talent service, has joined the Marines and is currently stationed at San Diego for officers training.

PAUL R. BARNES, for seven years freelance radio comedy writer, has joined the copy staff of Addison Vars Inc., Buffalo. Barnes was associated for 17 years with McCann-Erickson, New York, in a similar capacity.

BILL DAVISON, assistant timebuyer of J. Walter Thompson Co., New York, has resigned to start officer training for the Army.

JACK RHEINSTROM, formerly with Wilding Picture Productions, and Walter Hopkins, formerly with Purity Bakeries, have joined the Chicago office of Campbell-Mithun, Inc., in the account contract dept.

HELEN ARSTEIN, formerly of the Morton Freund Agency, New York, has joined Hillman-Shane-Breyer Inc., Los Angeles, as account executive.

MOUNCEY FERGUSON, formerly on the copy staffs of Benton & Bowles and Sherman K. Ellis & Co., New York, has joined Federal Adv. Agency, New York, in a similar capacity.

CECILE ROBINSON, formerly in the radio departments of the Biow Co. and the Franklin Bruck Adv. Agency, New York, has joined Wm. Esty & Co., New York, as assistant timebuyer, under the supervision of Tom Lynch.

THOMAS J. COREY has left the media department of Compton Adv., New York, to join the Army.

N. LOYE MINOR, former radio director of Equity Advertising, New York, where he had special supervision of the American School account, frequent user of radio for its correspondence course, is now in the Army.

FLORENCE STARR CARSON, formerly in the radio department of Compton Adv., New York, has joined J. D. Tarcher & Co., New York, as radio timebuyer.

GEORGE MacGREGOR has resigned as assistant to the advertising manager of Colgate-Palmolive-Peet Co., Jersey City.

SHERMAN K. ELLIS & Co., New York, on Oct. 16 moved offices from 500 Fifth Ave. to 247 Park Avenue.

Krautter Joins Agency

L. MARTIN KRAUTTER has been appointed vice-president and account executive of Stockton-West-Burkhart, Cincinnati agency, it was announced Oct. 20 by William Z. Burkhart, president. Mr. Krautter has been manager of advertising and sales promotion for the Crosley Corp. for the last 2½ years. Before that, he was in the advertising agency business for ten years in creative and executive posts, and has been identified with accounts in the food, drug, transportation and home-furnishing fields.

Mr. Krautter

Radio Club to Move

A CHANGE in meeting place from the Hotel Lexington to the Cafe Loyale at 43d and Fifth Ave. was voted Oct. 21 at the weekly luncheon session of the Radio Executives Club of New York, which announced that it will move to the new location Oct. 28. Feature of that session will be entertainment by WJZ, first of the New York stations to bring its talent to the club this season. Last week's meeting was a closed session.

Named V-Ps at R&R

GEORGE A. HUHN and Luther H. Wood, account executives of Ruthrauff & Ryan, New York, have been elected vice-presidents. Mr. Huhn has been with R&R since 1925 and Mr. Wood since 1926.

AGENCY Appointments

TRAILER CO. OF AMERICA, Cincinnati, (Trailmobile), to Roy S. Durstine Inc., New York. Media plans not set.

JENSEN INDUSTRIES, Inc., Chicago, (phonograph needles) to Burton Browne, Chicago. Business papers, national magazines, point of sale.

CHICAGO COLLEGE OF LAB. TECHNICIANS to Bisberne Adv. Co., Chicago. Radiocasting, newspapers, magazines.

FOX STAND FOODS, Inc., Boston (dried dog food), to H. L. Moore, Boston. Radiocasting, newspaper, magazines.

UNIVERSITY OF SAO PAULO, Sao Paulo, Brazil, to J. Walter Thompson Co., Sao Paulo, for project to raise $312,000 for National Defense Research.

KRIPPENDORF-DITTMANN Co., Cincinnati (Foot Rest shoes), to the Keelor & Stites Co., Cincinnati. Magazine, trade paper, direct mail.

RELIANCE PENCIL Corp., Mount Vernon, N. Y., to Lee Stockman Inc., N. Y.

PELHAM HEATH INN, Pelham, N. Y., to Arthur Pine Agency, N. Y. Media plans not set.

Donato Joins Rambeau

NAT V. DONATO, formerly of the commercial staff of WOV, New York and previously of the national advertising department of the *New York World-Telegram*, has been appointed manager of the New York office of William G. Rambeau Co., station representatives. He succeeds William N. Wilson, who has been commissioned lieutenant (j. g.) in the Navy and at present is at Harvard for indoctrination training.

Like Good Company?

WHCU's Central New York Market Means R-E-S-U-L-T-S To:

Allis-Chalmers Mfg. Co.
American Agriculturist
G. L. F. Exchange, Inc.
The F. E. Myers & Bros. Co.
International Harvester Co.
Park & Pollard Co.
Portland Cement Assn.
Solvay Sales Corp.

AND MANY MORE

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer

WHCU

Ithaca, N. Y.
CBS
870 Kilocycles

"AFTER THE BALL (GAMES) ARE OVER"

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

points out Suzy our Steno, "WSAI keeps its listeners through Cincinnati's finest afternoon and evening schedule, including 'Club Matinee', 'Between the Bookends', 'Prescott Presents', an hour for children and, of course, News on the Hour. If you're looking for results, spot your message in WSAI's afternoon schedule."

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Department Store Series Started On Cooperative Basis

Seven Competitive Retailers On the Same Program

LONG apathetic to radio advertising, leading San Francisco department stores and specialty shops, faced with changing conditions, now recognize the importance of the media and in early October started sponsoring on a cooperative basis a new weekly night-time 45-minute musical program, *San Francisco's Open Door*, on KQW, that city. In the past various department stores in that area were intermittent users of spot announcements, also sponsoring quarter-hour programs for special occasions—but none ever was a consistent radio advertiser.

FIRST LARGE SCALE radio venture by San Francisco merchandising firms brings these advertising managers of competitive department stores and specialty shops into program conference. Weekly 45-minute evening musical program, *San Francisco's Open Door*, on KQW, is cooperatively sponsored by seven firms. Advertising managers talking over details with Ralph Brunton, president of KQW, are (l to r): Margaret Robinson and Virginia Hole, Ransohoff's; Mrs. Gertrude Scott, Livingston Bros.; Mr. Brunton; Estelle Lane, H. Liebes & Co.; Mrs. Madeline Starrett, City of Paris.

Door Is Open

When some of the local department stores recently decided to remain open Thursday nights as a convenience to defense workers, KQW seized the opportunity to break down the long-established resistance to radio on the part of this important retail field. An inexpensive show, *San Francisco's Open Door* is built around Ernest Gill and his orchestra, with featured vocalists.

Dean Stewart does the announcing-selling job. It was offered to the department stores and specialty shops on a participating basis, with suggestion that here was a means by which they could do an "industry" job, plus direct selling.

Five competing firms immediately signed: I. Magnin & Co., Ransohoff's, City of Paris, O'Connor & Moffatt & Co., H. Liebes & Co.

Morning following the first broadcast found customers waiting outside the stores. Sales volume for that day was greatest in the stores' history, it was said. As result KQW was forced to extend the program time to 45 minutes, thus accommodating additional sponsors. Today there are seven. Plus the five mentioned, they include Livingston Bros. and Eagleson Co.

For convenience of night-time shoppers, and at special request of the participating stores, Union Square Garage, largest underground parking lot in the world, is included as a participant. With additional competitive department stores and specialty shops requesting time, KQW, according to C. L. McCarthy, general manager, has a list of sponsors waiting to get on that program.

The New Angle

"Cooperative programs are not new to radio, but a cooperative sponsored by seven competitive department and specialty stores certainly is!" he declared. "Therefore, *San Francisco's Open Door* becomes a 'radio first' on two counts. We have succeeded in breaking down the resistance of the department store field to radio advertising, and seven competitive sponsors are cooperatively presenting a show. Every participating store in this notoriously-resistant retail field is well on the way to becoming a substantial user of radio in his own right".

NEW LATIN SERIES BY ORSON WELLES

IN COOPERATION with the Office of the Coordinator of Inter-American Affairs, Orson Welles is starting a series of sustaining programs on CBS Nov. 1 with the purpose of teaching North Americans something about their Latin American neighbors. Titled *Hello, Americans*, the new series will be broadcast Sunday evenings, 8-8:30, with Welles as writer, producer, director and star. Latin American musicians will supply suitable backgrounds for the dramatic narratives, all based on factual information. Nine broadcasts are scheduled for the new series, with the probability that it will be extended indefinitely.

Lockheed & Vega Aircraft Corps., sponsors of *Ceiling Unlimited*, quarter-hour Monday evening series which will start on CBS Nov. 9 with Welles as star, have granted permission for him to undertake the CIAA sustaining shows as well.

Gilmore Audience Show

GILMORE OIL Co., Los Angeles, Nov. 2 starts sponsoring a weekly half-hour audience participation program, *Gilmore Furlough Fun*, on five NBC Pacific Coast stations (KFI KPO KOMO KGW KMJ), Monday, 7:30-8 p.m. (PWT). With service men as studio audience and participants, program features Beryl Wallace as mistress-of-ceremonies, with Comedian George Riley and Spike Jones' orchestra. Verne Smith has been assigned as announcer. Contract is for 52 weeks. Placement is through Ruthrauff & Ryan, Hollywood. John H. Weiser is agency account executive.

New FM Station

BECAUSE no new equipment is involved, the FCC on Oct. 21 granted the application of Yankee Network, Boston, for a construction permit for a high-frequency FM station to operate on 44.3 mc. on Mt. Asnebumskit, near Paxton, Mass., with main studios in Boston. Permit will specify that the station cover 19,000 sq. mi. and that equipment of W43B, Paxton, be used. W43B, formerly experimental station W1XOJ, has operated under Special Service Authorization on a commercial basis since April, 1941.

Elmer Diddler's Doings:

ANY ONE WOULD GET YOU THERE, ELMER
AREA'S HIGHEST POWER
AREA'S LOWEST FREQUENCY
NBC MOST POPULAR NETWORK
LOCAL PROGRAMS THAT CLICK

EVEN if a station had only the tremendous popularity of NBC as a guide, Elmer, it would still go places. But when there's one station that has the most popular network *plus* the lowest frequency *plus* the highest power *plus* local programs that have their own large followings, then, Elmer, there's not much question which way to turn.

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT

WHKY offers complete coverage of the Rich Western North Carolina Market at *one* LOW COST.

1290 KC BLUE NETWORK

Let "WHEBBY" Spray YOUR Story over the 1,000 Salt-water Watts of—

WHEB

Boston Rep.: BERTHA BANNAN

WSIX and Mutual Break on Contract

WSIX, Nashville, and MBS are currently at odds over the affiliation status of the station with the network. Mutual maintains that the five-year contract signed in January, 1941 is still in effect, while WSIX holds that it was terminated Oct. 15 in accordance with its notice to the network. WSIX for some time has been carrying BLUE programs, and now carries no MBS programs.

Basis for the disagreement goes back to last March when MBS stopped feeding musical programs to the station after the AFM had pulled all of its musicians from Mutual in order to prevent the network from feeding music to WSIX, which was then engaged in a dispute with the AFM Nashville local [BROADCASTING, April 6]. At that time Fred Weber, MBS general manager, explained that "discontinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual member and affiliated stations could not be deprived of service." WSIX contends that this curtailment of service, which had cost the station a number of commercial as well as sustaining Mutual programs, violated the terms of the contract and was sufficient basis for the station's termination of its Mutual affiliation.

Asked for a statement of WSIX's legal position, Alfred T. Levine, the station's general counsel, asserted: "WSIX does not feel it is proper to discuss this matter other than to say that Mutual breached its contract with WSIX."

86 Stations Benefit

LATEST survey by CBS of its programs heard on the full network to earn the 15% discount plan shows that 86 stations have benefited by the plan, adding 383 hours and 25 minutes weekly to the network's commercial schedules. Also revealed was the fact that 40.2% of all CBS programs presented between 7 and 11 p.m. are full-network shows. After Oct. 19 when Lady Esther Co.'s Screen Guild Players goes on the full network, 17 separate sponsors will be the total presenting 26 individual commercial shows on the full CBS network.

Propose KRBA Sale

APPLICATION for assignment of KRBA, Lufkin, Tex., to Darrell E. Yates, manager of the station since it went on the air June 15, 1938, has been filed with the FCC. Under the deal, Mr. Yates will pay "$10, and other good and valuable considerations" to the three partners, Ben T. Wilson, automobile dealer; R. A. Corbett, oil distributor, and Thomas W. Baker, engineer and banker. Reason for the change is said to be the enlistment of Mr. Corbett in the armed forces, and the desire of the other partners to retire.

MEREDITH WILLSON, musical director of NBC Hollywood, has been notified that his truck driver song, *My Ten Ton Baby and Me*, has been adopted as official campaign song by the U. S. Truck Conservation Corps.

IN ARMY WAR SHOW
Six Former Radiomen Are With Task Force

SIX former radio men are on duty with *Victory Division*, Army War Show Task Force, with the arrival of Lt. David J. Kempkes, former CBS engineer, who replaces Lt. Charles Carvajal, NBC International Division production director, who has a foreign short wave assignment.

Others with the show are Pvt. Bert Parks, CBS announcer who handled cigarette work in the east; Pvt. Bob Waldrop, NBC staff announcer once heard on *Hour of Charm* and *John's Other Wife*; Pvt. Don L. Kearney, formerly with WHAM, Rochester, WAGE, Syracuse, WFAS, White Plains, N. Y.; Pvt. Dick Koster, WCAU, Philadelphia; Pvt. George Fuller, WFBR, Baltimore.

Gen. Code Adds Duties In Signal Corps Setup

UNDER a realignment of the Office of the Army Chief Signal Officer, Brig. James A. Code Jr., Deputy Chief Signal Officer, has been designated as Chief of the Signal Operating Services, a companion post to that of the Chief of the Signal Supply Services held by Maj. Gen. Roger B. Colton. Gen. Code thus will hold two posts—Deputy Chief Signal Officer and Chief of the Signal Operating Services. Under Gen. Code's direction in the new organization structure are the Army Pictorial Division, headed by Col. K. B. Lawton; the Army Communications Division, Brig. Gen. Frank E. Stoner; the Signal Troops Division, Brig. Gen. Charles M. Milliken.

The Signal Supply Services, directed by Gen. Colton, comprises the Materiel Division, headed by Eugene V. Elder, and the Research and Development Division, in charge of Col. J. D. O'Connell. The Army-Navy Communications Production Expediting Agency and Storage & Issue Liaison Branch are placed directly under Gen. Colton's executive staff. Col. D. McK. Crawford continues to direct the Communication Coordination Division which, besides four branches, has the important Army Communications & Equipment Coordination Branch and the Signal Corps Technical Committee. Col. C. O. Bickelhaupt heads the Control Division.

McNutt Statement

(*Continued from page 8*)

town. These offices will be glad to review the entire question with them.

"I wish to extend my appreciation for the splendid cooperation your member stations and the radio industry as a whole have given our efforts. And at the same time I wish you every success with your current series of NAB district meetings."

WLBJ, Bowling Green, Ky., operating full time on 1340 kc. with 250 watts, became affiliated with Mutual Oct. 18, bringing the total number of MBS affiliates to 208.

CLEAR CHANNEL

WLIB

1190 Kc.

Something NEW in New York Radio

Popular

. . . "The Classics with a Blend of the Modern . . and NEWS"

WLIB Broadcasts Weekly:

43 hours of the best liked semi-classic and classic melodies . . . featuring OUTSTANDING ARTISTS AND COMPOSERS.

19 hours of favorite musical comedy - motion picture tunes and soft-sweet rhythms — familiar music by LEADING ORCHESTRAS and SINGERS.

6 hours of operetta and opera presenting GREAT VOICES.

5 hours of novelty music.

9 hours of UNITED PRESS NEWS.

And here's DEFINITE EVIDENCE that WLIB-listeners buy WLIB-ADVERTISED products and services: Last month, WLIB'S fifth on the air, we received over 15,000 letters from listeners, 40% containing proof of purchase.

And Remember: WLIB is still maintaining the LOWEST RATE FOR COVERAGE OF THE NEW YORK MARKET.

OFFICES: RKO BUILDING, New York City

THE VOICE OF LIBERTY

ON ICE!

Even when your stocks are frozen and your plant impressed for war production, you can't just put your good name on ice for the duration . . . or you'll be left out in the cold when peace comes.

To have a warm reception waiting for your product when it comes home from the war—give the people who were your customers, and who will be again, something they value—radio entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

buy MAINE Strength
WGAN
560 KC
5000 WATTS
—Portland, Maine—

Georgia's Most
POTENT
"Spot Market" DUO
WATL
ATLANTA
MBS 250W
WRBL
COLUMBUS
CBS 250W
Represented by SPOT SALES Inc.

STARS AND STATIONS gave time for war relief Oct. 13 when MBS aired a quarter-hour show, *Bundles for America's Gala Radio Show.* Participating were (seated l to r): Mrs. Wales Latham, national president, "Bundles for America"; Roland Young, movie star; Bessie Beatty, Mutual and WOR commentator. Standing are Frank Forest, tenor on *Double or Nothing;* Jean Dickenson, Metropolitan Opera soprano, and star of *Album of Familiar Music;* Larry Holcombe, radio department of William Esty & Co., New York, agency which produced the show without charge; Nat Brusiloff, whose orchestra gave its services; Alois Havrilla, announcer; Frances Scott, CBS, m.c. Show was arranged by Mrs. P. Wesley Combs, national chairman of Bundles for America radio committee, and wife of the vice-president of William Esty & Co.

Third District's Music Stand

(*Continued from page 10*)

Petrillo and try to settle the matter, the Attorney General said to me," Mr. Kaye continued, "And if you do, I'll indict both." Mr. Kaye said that he was afraid that in such an action, Petrillo would be let out "and the broadcaster might be left holding the bag."

In the Middle

Mr. Kaye reiterated the NAB point of view in the Petrillo matter and stated that it expressed the attitude of 98% of the radio industry. "We don't want to settle it," he said, "when we didn't start it. We only got caught in the middle, and instead of giving up, we are going to fight it out."

He added that at the proper time, an injunctive suit would be filed against James C. Petrillo and the AFM in the New York State courts, stating that in similar situations, the State courts have ruled against the union.

As for providing added employment at radio stations for the musicians, he reminded that more than 200 stations are located in communities where there are not even enough musicians to have an AFM local represent them. Moreover, in many towns there are no real professional musicians, only part-time players, "and if stations had to hire them, you would have to pay the listeners to listen."

OWI Plans Explained

The meeting was opened by Neville Miller, president of the NAB, and Isaac D. Levy, director of the district, who presided, the morning session was devoted to addresses by representatives of the Government agencies, touching on the role of radio in the war effort. Douglas Meservey and Carl Haverlin, station relation consultants for the Office of War Information, explained why the OWI was set up, what it is trying to do and assured that attempts are being made to simplify the procedure of getting news to radio.

Mr. Haverlin, as public relations head for Broadcast Music Inc., until loaned to the OWI, also stated that 800 stations have signed with BMI and that 52% of all the music used by radio is now owned or controlled by BMI. Lt. Leon Levy, president of WCAU, Philadelphia, and industry consultant in radio for the OWI, outlined OWI plans.

The problems of manpower in the radio industry were presented by Louis B. F. Raycroft, regional director in Pennsylvania, New Jersey and Delaware for the War Manpower Commission. He urged that radio prepare for the increased use of women to fill manpower gaps, especially in technical and engineering operations.

Eugene Carr, assistant director of censorship of radio, urged broadcasters to make a more detailed study of the code, citing instances of code violations.

Provisions for the replacement of parts for home receiving sets and for station transmitters were discussed by Frank MacIntosh, of the War Production Board. He disclosed that dry cell batteries would be made available for farm use only, none being available for civilian portable sets. Moreover there will be absolutely no spare parts for auto radios.

The Tuesday morning session was devoted to a presentation of panel sales and business topics by Lew Avery, new NAB director of broadcast advertising. Quoting Paul F. Peter, research director of the NAB, he said that the 1942 volume, based on actual billings and present commitments, will be from 8 to 10% better than 1941.

Cottington's Talk

The concluding session Tuesday afternoon was devoted to a discussion of sales management. John L. Surrick, sales manager of WFIL, Philadelphia, presided. Highlight was the address by C. H. Cottington, radio director of McCann-Erickson, New York, who discussed the problems facing an advertising agency's radio department and what the station sales manager can do to help the agency.

Spot campaigns are becoming increasingly important at the agencies, he said, and now is the time for radio to convince manufacturers of the opportunities of radio as an advertising medium by use of spots. Yet he warned that radio should not let the one-minute spot situation get out of hand.

"We may be approaching the saturation point in one-minute spots," said Mr. Cottington. "Availability is increasingly difficult to get and it may be that you have too many of them. Some day the public is going to catch on and throw you out. As a result, it might be better for you to discourage the one-minute spots before the public discourages you."

Mr. Cottington cited the great need for new and fresh market information as a result of population shifts and the concentration of industries because of the war effort. He asked the broadcasters to ease up on their mailings of promotional material to the agencies. "They are all interesting and helpful to us," he said. "But while we want everything, we don't want it all at once. Don't flood us with details until we ask for it."

Mr. Cottington pointed out that

COVERS COLUMBUS Plus!
COLUMBUS
OHIO
WBNS . . . Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

outlook for the new year was re promising than a year ago at s time. Clients, he said, are willg to sit down and discuss 1943 dgets instead of the "let's wait d see what happens" attitude t marked the closing months of 41. Most encouraging, he added, the fact that in spite of the war d war-time conditions, radio has ld on to virtually all of its netrk shows. "The inevitable hasn't ppened," he added. "But agency en will always fear it."

Retail Problems

A discussion of department ores "and why they should buy re radio" was led by John Garer, advertising manager of Strawridge & Clothier, Philadelphia department store. The job of radio r the department store, he said, to sell merchandise or categories merchandise. The mistake is ade, he said, in trying to sell the tire store or to sell radio to the partment store on an institutional basis. "You need a good merchandising story, not a program, sell radio to the department ores," said Mr. Garber.

He suggested that the radio les managers pick out merchanise classifications in a store, build merchandising story around it, d then present it to the department store. "Always bear in mind," e advised, "that radio must, as do e newspapers, do a quick and harp selling business for the department store. Radio has done it tionally, and there is no reason hy radio should not be able to do it locally."

Mr. Garber also cautioned the roadcasters against signing department stores to short-term contracts. "Don't sign for 13 or 26 weeks," he said. "You have to keep it on the air for at least a year in order to give it a fair chance." He pointed out that the mortality of department store shows was exceedingly high after 13 weeks, but significantly very low after one year.

He pointed out that it is a false premise for broadcasters to feel that the department store is antagonistic to radio. While not protagonistic, Mr. Garber pointed out that the department stores would welcome loosening the hold the newspapers have on them, and it is up to radio to create the proper selling conditions.

Vince Callahan, War Bond director of press and radio, denied there are too many plugs for War Bonds and Stamps on the air and urged broadcasters to continue their aid.

Registered at the District meeting were:

Elwood C. Anderson, WEST, Easton; C. E. Arney Jr., NAB; Berton Adam, WPB; Lewis H. Avery, NAB; Stan Lee Broza, WCAU, Philadelphia; Joseph C. Burwell, WMBS, Uniontown; John Barber; Fred S. Boland, WPB; Milton M. Blink, Standard Radio; R. W. Baker, WITH, Baltimore; James P. Begley, KYW, Philadelphia; Howard Browning, OWI.

Edward B. Clery, WIBG, Glenside; Clifford M. Chafey, WEEU and WRAR, Reading; Vince Callahan, Treasury; Roger W. Clipp, WFIL, Philadelphia; George B. Coleman, WGBI, Scranton; C. J. Culmer, SESAC; Roy Croft, WMT, Cedar Rapids, Ia.; Victoria Corey, KDKA, Pittsburgh; S. Eugene Carr, Office of Censorship; Henry N. Cocker, WTEL, Philadelphia; C. H. Cottington, McCann-Erickson, New York; Alex W. Dannenbaum, WDAS, Philadelphia; Edward A. Davies, WIP, Philadelphia; Victor C. Diehm, WAZL, Hazelton; Charles E. Denny, WERC, Erie.

Elaine C. Ewing, OWI; Harold Fellows, OWI; Elmer B. Free, OCD; Hal Feville, WJEJ, Hagerstown, Md.; J. Robert Gulick, WORK, York; Raymond A. Gaul, WRAW, Reading; Benedict Gimbel Jr., WIP, Philadelphia; John A. Garber, Strawbridge & Clothier Department Store, Philadelphia; Paul F. Harron, WIBG, Glenside, Pa.; Carl Haverlin, OWI and BMI; K. W. Husteg, OWI; R. B. Hudson, Denver; Lt. Ashley Halsey Jr., USNR; E. Douglass Hibbs, WTEL, Philadelphia.

Leslie W. Joy, KYW, Philadelphia; George E. Joy, WRAK, Williamsport; Jordan Hawkins, Westinghouse; Leonard Kapner, WCAE, Pittsburgh; Mr. Keachie, RCA; Robert F. Kello, AMP; Gerald King, Standard Radio; Edward J. Kroen, WKPA, New Kensington; Sidney E. Kaye, NAB and BMI; Harry Kodinsky, OWI; Melvin Lahr, WKOK, Sunbury; Leon Levy, OWI; Isaac D. Levy, WCAU; Harry C. Lewin, OWI; O. O. Langlois, Lang-Worth Feature Programs Inc.; Milton Laughlin, WHAT, Philadelphia.

C. G. Moss, WKBO, Harrisburg; Walter P. Miller, WGAL, Lancaster, Harold E. Miller, WORK, York; Clair McCullough, Mason-Dixon Radio Group; Thomas W. Metzger, WRAK, Williamsport; Robert G. Magee, WEEU, Reading; Morton A. Milman, Treasury; Frank MacIntosh, WPB; Robert E. McDowell, WGBI, Scranton; John Mayo, ARPA; Douglas Meservey, OWI; Joseph K. Miller, NAB; B. A. McDonald, KYW, Philadelphia; Jack Maguire, OWI; Gerald Merrill, OWI; Joseph M. Nassau, WMRF, Lewistown; Leo J. Omelian, WLEU, Erie; Willis B. Parsons, NBC; Herbert L. Pettey, OWI.

David H. Rosenblum, WISR, Butler; A. K. Redmond, WHP, Harrisburg; Alex Rosenman, WCAU, Philadelphia; Samuel R. Rosenbaum, WFIL, Philadelphia; Lt. Thomas B. Richter Jr., USA; Louis B. F. Raycroft, WMC; Frank R. Smith Jr., WWSW, Pittsburgh; William A. Smith, CBS; Charles Stahl, WDAS, Philadelphia; John E. Surrick, WFIL, Philadelphia; Arthur Simon, WPEN, Philadelphia; William A. Schmidt, CBS.

J. C. Tully, WJAC, Johnstown; Roy F. Thompson, WFBG, Altoona; John C. Treaby, NBC; James Turner, NBC; Harry G. Templeton, WLS, Chicago, Ill.; Lt. Com. J. Tenney, USNR; Bigelow Thompson, OWI, J. Gorman Walsh, WDEL and WILM, Wilmington, Del.; Tiene Weis, Lang-Worth Feature Programs Inc.

WIVES of WPEN, Philadelphia, executives assist station's War Bond campaign. Mrs. Louis London (l), wife of the program director, and Mrs. Arthur Simon, wife of the station's general manager, joined with entire office staff of WPEN in a rally night for War Bonds, when a one-hour sale-by-sale broadcast from the police station, preceded by a canvass of air raid zone 33, West Philadelphia, netted Uncle Sam $105,000.

AS PART OF the nationwide War Chest campaign, 300 quarter-hour transcriptions, recorded by NBC Radio-Record division, have been released to local stations throughout the country by the War Prisoners Aid of the YMCA, one of the agencies included in the War Chest.

CANTEENS BATTLE OVER AIR RIGHTS

FOLLOWING up reported claim that broadcast originations from the newly-opened Hollywood Canteen impair program value of the weekly CBS *Stage Door Canteen* sponsored by Corn Products Refining Co. (Mazola), the American Theatre Wing has sent Helen Menken, New York actress, active in the New York Stage Door Canteen, to Hollywood, as its representative to straighten out the issue. Accompanying Miss Menken is an executive of C. L. Miller Co., New York agency servicing the account.

As sponsor of the weekly half-hour show, firm claims exclusive radio rights, with American Theatre Wing backing up the contention. Topics to be covered during the conferences were expected to include the fact that Hollywood Canteen serves as broadcast origination and also that it receives remuneration for the privilege, it was said. Claiming conflict with operation, the New York group feels that Hollywood has purloined its ideas without permission. Hollywood Canteen backers deny that there was any "lifting" of ideas and hope to amicably settle the controversy.

WLS-WENR Night Hours

WLS-WENR, Chicago, since Oct. 12 have been operating on a split schedule throughout the night, with WENR remaining on the air until 3 a.m. when WLS takes over. The time-sharing stations thus complete a 24-hour cycle.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Broadcasters!
LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop
and
THE BALLAD WE COULDN'T HOLD BACK
STARLIGHT SONATA
the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners
Both songs have been arranged for orchestra by JACK MASON
BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

THREE BULLSEYES with ONE SHOT!
SCHENECTADY
ALBANY
TROY
$
● In radio sales, just as in war, it's essential to conserve ammunition. WTRY offers you the chance to save your shots — and to save your money too. WTRY gives you exactly the right aim on the important Tri-City target with the three rich bullseyes — Troy — Albany — Schenectady. Get concentrated coverage of this area whose buying power tapers off sharply at the city limits — hit all three bullseyes at the lowest cost per listener on WTRY
WTRY
SCHENECTADY TROY ALBANY
TROY, NEW YORK
1000 WATTS 980 KC
ONLY BASIC BLUE STATION IN EASTERN NEW YORK
H. C. Wilder, Pres. Represented by Raymer

"I bought a used car advertised over WFDF Flint Michigan so I could use one arm on the curves."

SPOTS
WHERE THEY'LL DO THE MOST GOOD!

Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.

Blue Net work
KFDM
BEAUMONT

REPRESENTED BY HOWARD H. WILSON CO.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

TEXT OF SENATOR CLARK'S BILL

A bill to prohibit certain contracts, agreements, conspiracies, and combinations which prevent the making of recordations for use by radio broadcasting stations and coin-operated phonographs.

Whereas, radio broadcasting is an essential public srevice and is strongly affected with the national public interest; and

Whereas, radio broadcasting is of great importance to the successful prosecution of the war; and

Whereas, the use of recorded music by radio broadcasting stations is essential to the optimum utilization of radio broadcasting facilities, and

Whereas, the cessation of the manufacture of phonograph recordings and elecrical transcriptions would threaten to eliminate the source of newly-recorded music; therefore

Be it enacted, etc. that any provision in the Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies and for other purposes", approved Oct. 15, 1914, to the contrary notwithstanding, it shall be unlawful for any person or any group or organization of persons or the officers, representatives, or members thereof, to make any contract or agreement, or to engage in any combination or conspiracy to refuse to make or manufacture or refuse to engage in the making or manufacturing of phonograph records electrical transcriptions, or other forms of recordation, if a purpose or effect of the contract, agreement, conspiracy, or combination is to limit or curtail the supply or use of phonograph records, electrical transcriptions, or other form of recordation by radio broadcasting stations or coin-operated phonographs:

Provided, that no such contract, agreement, conspiracy, or combination shall be considered unlawful if it is based on a dispute concerning complaints, hours, health, safety, or conditions of employment.

Sec. 2. Any violation of the provisions of this Act shall be punishable by a fine not exceeding $5,000 or by imprisonment for not more than one year, or both.

Sec. 3. This Act shall remain in force during the continuance of the present war and for six months after termination of the war, or until such earlier time as the Congress by concurrent resolution or the President may designate.

Clark Bill Would Curb AFM

(*Continued from page 10*)

Programs; C. M. Finney, president, Associated Music Publishers; Gerald King, president, and Milton Blink, vice-president, Standard Radio; Michael M. Sillerman, president, Keystone Broadcasting System.

World Broadcasting System received an invitation to attend but sent no representative to the meetings. No comment could be obtained from World executives last week nor would they discuss rumors that World had begun individual negotiations with Petrillo with a view to making a private settlement which would permit World to employ AFM members for the manufacture of musical transcriptions. No confirmation of such negotiations was forthcoming from the musicians union, either, but despite this lack of official admission, the reports persisted that a private deal between World and the AFM was in the works.

Unfair Competition

If suits are filed in the State courts against Petrillo and the AFM, they are expected to follow the lines of argument outlined previously [BROADCASTING, Oct. 19], that the union prohibition of single-use commercial transcriptions of musical programs while permitting the same programs to be broadcast on networks constitutes unfair competition, and that the AFM is also acting illegally in refusing to allow its members to work for transcription companies while at the same time making it practically impossible for them to use non-union musicians.

Several transcription executives expressed the feeling that if such legal action is undertaken it should be done collectively by the major companies and not individually. So much bitterness has already been generated in the dispute that these executives fear that if one company alone should sue the union it would draw down on itself the personal enmity of Petrillo. Then, when a settlement is eventually reached as it undoubtedly will be, they said, this company would be open to all sorts of reprisals from the union men, which could seriously disrupt operations. One musician blowing a wrong note can spoil an entire record, they pointed out, and such sabotage could easily be disastrous, if it were continued.

Network Letters

As proof that NBC, CBS and MBS are backing the fight which the NAB is waging against Petrillo's ban on musical recordings, the NAB last week made public quotations from letters it had received from the three networks.

Release of the letters followed the appearance in the *New York Times* last Wednesday of a story reporting that a majority of "ranking radio network executives" are out of sympathy with the stand taken by the NAB and believe that "solution of the problems raised by the ban of the AFM on recordings can come only through direct negotiations with the union's leader, James C. Petrillo, and not through any protracted legal or economic battle."

Frank E. Mullen, NBC vice-president and general manager, writing to Neville Miller, NAB president, said: "On behalf of the company I would like to assure you that we feel very strongly that the matters in dispute between the broadcasters and the musicians' union are industry matters and they are very appropriately being handled by the trade association of the industry of which we are a member. We have confidence that your association is handling the matter in the interests of the industry and of the public."

Kesten's Letter

Paul W. Kesten, vice-president and general manager of CBS, wrote Mr. Miller: "CBS as a network is not affected by the Petrillo ban as it does not employ recordings on network programs. However, we have a real interest in the matter by reason of our ownership of radio stations and our close relations with owners of other stations throughout the country.

"Accordingly, we feel, as we believe do substantially all other station owners, that the activities of the NAB are proper, and we have, as I am sure you know, no desire to do anything other than to support your position."

The Mutual letter said: "MBS states that it (the matter at issue) is entirely an independent station matter and that Mutual will be guided by the interests and actions of its member and affiliated stations."

The *Times* story cited the network executives, who were unnamed as they do not "intend to take an open stand against the NAB" and against the opinions of most network affiliates, as admitting "merit in Mr. Petrillo's argument that stations using music all day ought to pay something to musicians" and as agreeing that "the controversy was primarily between the union and the record companies" and feeling that "the radio industry had been involved unnecessarily."

The TEXAS RANGERS
Transcribed Library is on
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Syracuse, N. Y.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Business Organizations Turn to Radio

Diversified Campaigns, Some Sponsored, Are Outlined

By T. J. McINERNEY
Publicity Secretary
Bronx (N. Y.) Board of Trade

THE USE of the radio in recent years by businessmen's organizations—trade associations, boards of trade, chambers of commerce and civic and commercial organizations as a means of publicizing their organizational activities and advertising their communities, has increased tremendously.

So potent a factor has radio become in this connection that many of these organizations employ publicity representatives whose duties include radio script writing and production as well as the preparation of material for news stories.

A Third of Them Pay

The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 chambers of commerce and similar associations which received a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for time on occasions, while 75 indicated that they did not pay for their program time.

These organized spokesmen for businessmen have turned to the ether waves for the same reason that political parties have taken to the air during the past decade or so: It enables them to reach hitherto unreachable audiences. Consider the amazing increase in the number of radio sets in this country during the past 10 years.

In the period from 1931 to 1941 there was an increase of 41,000,000 sets in the United States. The number of sets in use in 1931 was estimated at 15,000,000; on Jan. 1, 1941, it was estimated that there were 51,000,000 sets in operation. By Dec. 1, 1941, this estimate had jumped to more than 56,000,000, or an increase of 5,000,000 sets during the first eleven months of last year!

The widespread use of the radio by trade associations and civic-commercial organizations has enabled them to reach a far more diversified public than they did prior to making use of this medium of publicity.

Previously, their publicity media consisted almost solely of their own bulletins and magazines, which reached only their own members, plus whatever newspaper publicity they received.

A moving force in the increased use of the radio by business men's group has been the U. S. Chamber of Commerce, parent body of more than 1,500 boards of trade, commerce chambers and other trade groups throughout the country. The radio division of the national chamber, under the direction of a seasoned radio commentator, has become one of the most important units within that organization.

Nationwide Series

The civic and commercial organizations which use radio depend mainly for time and facilities on the local stations in their own communities, although some of the larger groups have been able to secure time on the bigger stations and on the networks.

The U. S. Chamber of Commerce disclosed that among the associations which were able to pay for their time the sums set aside for the purpose ranged from as little as $75 to as much as $3,200. The average appropriations, to be spent over a period of a year or less, were $200, $800 and $1,000.

A few years ago, civic and commercial organizations in some 1,200 communities throughout the country joined forces in a nationwide series on the general subject, "What Helps Business Helps You". The radio series was part of a general campaign to awaken public interest in and an appreciation of the problems of business men.

Some of the worthwhile activities incorporated by business organizations in their radio programs, as shown by a recent survey, follow:

The Joplin, Mo., Chamber of Commerce purchased time on its local radio station to promote special sales events and other celebrations.

The Assn. of Commerce in Grand Rapids, Mich., cooperates with the Michigan State Employment Service by presenting *I Want a Job*, a program of radio interviews in which jobless persons describe their qualifications for the benefit of potential employers.

Diversified Programs

Industries in Portland, Ore., were given an opportunity to describe their manufacturing processes and products once each week. The Chamber of Commerce members, whose plants were described, assumed the small cost of producing and recording the broadcasts. Announcers and technicians collaborated on a word picture recorded at the plant itself on the day preceding that of the broadcast.

Since December, 1937, the San Diego Chamber of Commerce has sponsored a weekly broadcast known as *Know Your San Diego*. It presents 15-minute addresses by or interviews with civic leaders, Army and Navy and local officials and others prominent in San Diego's community life who are qualified to speak on subjects of local interest.

The Atlantic City (N. J.) Chamber of Commerce inaugurated an award to the "Citizen of the Month" as part of a regular weekly program.

Examples of the diversity of radio programs by trade associations in specialized fields show a wide range. The National Assn. of Manufacturers conducts a nationwide broadcast designed to appeal to the average listener and to instill in him an appreciation of the work being done by manufacturers in the present national emergency. This program is always of a timely nature and is conducted by a popular news commentator, a combination which has made it quite successful.

The Cotton Textile Institute uses paid-for transcriptions and spot announcements to promote the use of cotton fabrics in clothing and household furnishings.

The National Retail Dry Goods Assn. has prepared scripts adaptable to local situations and which members in various localities use as their own. The Association of Casualty & Surety Executives also uses spot announcements to promote accident prevention.

The New York Curb Exchange, in an effort to promote trading on the Curb, arranged with 300 stations to report the prices of the more active stocks each day. Recently the export committee of the Radio Manufacturers Assn. had a joint program with the Export Managers Club of New York concerning the radio export situation and the program was shortwaved to Latin America.

An encouraging feature of the picture is that, where their resources permit, these organizations are willing to pay for the opportunity of airing their programs.

LUCKY POSTERITY

CBS Recordings to Preserve War Sounds for Future

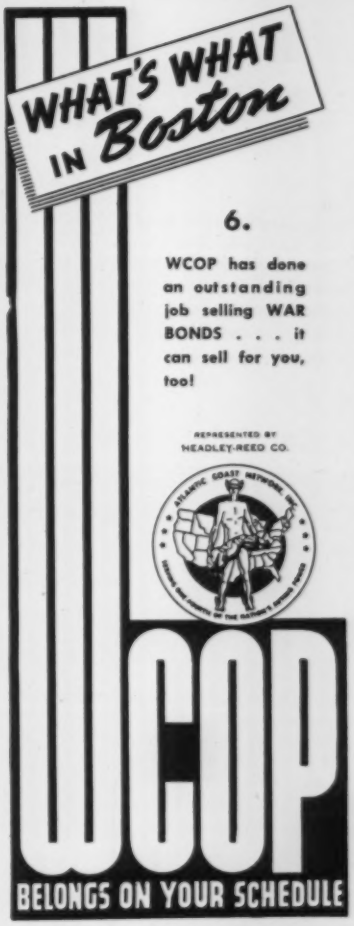
HISTORIANS of the future will be able to reconstruct the sound and fury of modern war if records prepared by the CBS sound effects depart remain intact.

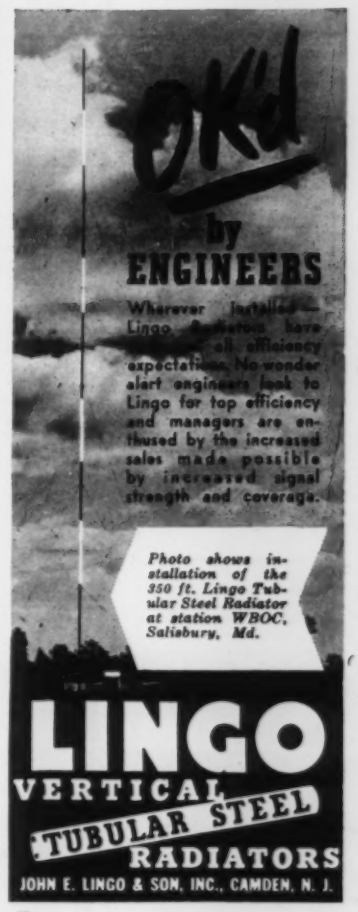
For use on programs with war themes, the CBS staff of 21 sound men has catalogued such items as aerial dog fights, plane crashes, anti-aircraft guns, circling U. S. bombers, dive bombers in action and hundreds of others.

Treasury Gets AFM Break

AT THE REQUEST of the Treasury, the AFM has given RCA special permission to record two new patriotic tunes, "Ev'rybody Ev'ry Payday" and "March for the New Infantry." The first song urges regular purchases of War Bonds; the second is a paratroop song. Numbers will be released on Bluebird records, with Barry Woods as vocalist, backed up by chorus and orchestra.

OFFICIAL Navy film, "The Battle of Midway", will be televised by WNBT, NBC's New York video station, Oct. 26, one of many Government films to be included in the station's regular Monday evening telecasts.


WHAT'S WHAT IN Boston
6.
WCOP has done an outstanding job selling WAR BONDS . . . it can sell for you, too!
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE


OKd by ENGINEERS
Photo shows installation of the 350 ft. Lingo Tubular Steel Radiator at station WBOC, Salisbury, Md.
LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Rosenbaum Sharply Criticizes NAB Handling of AFM Fight

Says Broadcasters Should Not Carry on Fight For Juke-Box Industry Over Recordings

See also story on page 10

SHARPLY disagreeing with the NAB policy in the current recording controversy, Samuel R. Rosenbaum, president of WFIL, Philadelphia, told the NAB 3rd District meeting Oct. 19 the association's handling of the music situation was a "masterpiece of ineptitude" [see story of meeting on page 10].

Sydney Kaye, NAB counsel in the record fight, immediately replied to the Rosenbaum statement suggesting in his answer that Mr. Rosenbaum "does his thinking in an ivory tower".

In rebuttal to Mr. Kaye, Mr. Rosenbaum on Oct. 23, in a letter sent to all stations, said it was a mistake "to send Neville Miller shopping around for a State court judge who will give him a local injunction." He argued that the juke-box industry should "justify its own existence."

"Let the juke-box do as we did and do its own share to remedy the conditions against which, in my opinion, the musicians have a just complaint," he declared.

Full text of Mr. Rosenbaum's statement at the District 3 meeting follows:

"The handling of the Petrillo situation by the National Association of Broadcasters is a masterpiece of ineptitude.

"For the past year or two the pressure of other work has made it impossible for me to take a direct part in the work of the trade organizations in the broadcasting industry. I would prefer to avoid entering actively into the so-called Petrillo controversy, but as a member of this district speaking in our local meeting, I cannot keep silent when I see how it is being mishandled.

"Our Association should never have taken the leadership in a fight against the musicians. Their fight is not against us primarily, but principally against the juke-box barons and the record-manufacturers. Yet we have engaged counsel to master-mind the campaign and we have hired a high-pressure publicity firm which is inspiring the national flood of news stories, editorials and cartoons against Petrillo.

Getting Scorched

"We have allowed ourselves to be used by the record-manufacturers to pull hot chestnuts out of the fire for them. While I admire the ingenuity of this strategy, it is our paws which are being scorched. If we keep it up we will be badly burned. In the meantime we are paying bills for services which should be borne by the manufacturers, and we will incur the odium of a method of warfare contrary to all modern ideas of dealing with labor.

"Having entered into it, we are allowing our name to be seriously damaged by letting it be used in a form of labor-baiting and labor-leader smearing which is a relic of a past generation. It may end in losing us all the gains we have achieved as an industry in 20 years of fair dealing with labor. Billingsgate, bilge and bluff are no longer successful weapons in a labor negotiation.

"With the entire press of the United States at our disposal, and with powerful branches of Government lending themselves amiably to the effort, all we have been able to think of is to attack the integrity and personal characteristics of one labor leader who happens to be a vigorous and outspoken agent of his craft.

"It will do us no good to destroy Petrillo as an individual. There will only rise up others to succeed him who may be more diplomatic or more grammatical, but who will be even more determined and unyielding in carrying out the mandates of their people and they will be embittered to boot.

"There are deep-lying economic difficulties to be met in this controversy. What have we contributed toward their solution by this unseemly brouhaha? Not one constructive thought has been uttered. All our energy has been concentrated to organize a legal and newspaper hue-and-cry. The only remedy we have proposed is the old reactionary slogan, "Keep Everything As Is."

Chance of Legislation

"It is my belief that the court action which was started with insufficient forethought and inadequate preparation may put a clamp on us which will discredit everybody who had any part in this cynical proceeding. It is difficult for me to believe that any of the lawyers concerned were really convinced the action would succeed. I can only presume the Attorney General's approval was obtained because he is too busy with major war problems. It is at least to the credit of the Department that the action was limited to a civil proceeding instead of firing off a terrifying blank cartridge with a criminal indictment.

"As for legislative action, it does not take much reflection to realize that introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own. Instead of a local siege we will find we have stirred up a major war on a wide home front at a time when we have plenty to do in the War with Japs and Germans.

"Let us stop trying to scare people by making false faces. Labor won't scare. Petrillo won't scare. Maybe after Hallowe'en the manufacturers will begin to think and talk sense, and our National Association of Broadcasters will stop representing manufacturers and confine itself to representing broadcasters.

"This is a case that can and should be settled. Petrillo's objectives also require legislation and it is probably just as true that any legislation he wants would stir up the whole underlying problem of patents, copyrights and restraint of trade, so it is out of the question during the War. Somebody ought to get these people together. * * * I would like to present these views to my neighbor broadcasters as no doubt a resolution will be offered at this meeting approving the conduct of the national body, and I appear to be the only broadcaster who has seen this thing differently from the start."

GAGS NOT GRUB occupied interest of this NBC *Bob Hope Show* kitchen conference in the newly opened Hollywood Canteen, from whence the program recently originated. Talent-production trio (l to r) are Bob Hope, with Norman Morrell and Thomas Conrad Sawyer, director and producer, respectively, of Lord & Thomas, agency servicing the account for Pepsodent Co.

IMPORTANT ANNOUNCEMENT

•

THE
RADIO EXECUTIVES CLUB
OF NEW YORK

Effective Wednesday, Oct. 28
will hold its weekly luncheons
at
CAFE LOYALE

521 Fifth Avenue (43rd St. at Fifth)

•

"WJZ DAY" will be the theme of the next meeting, Oct. 28. Among the talent appearing on the program will be Gracie Fields, Milton Cross and Diane Courtney.

VISITING STATION MEN ARE CORDIALLY WELCOMED.
MEMBERSHIP OPEN TO ALL RADIO PEOPLE.

Tom Lynch (William Esty & Co., Inc.)
President, Radio Executives Club of N. Y.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

PREFERRED BY ADCASTERS

The list of leading advertisers on WDRC—all experienced adcasters—reads like the "Who's Who" of broadcasting. They all know this simple rule: to sell Connecticut's 1st Market, get WDRC's winning combination of coverage, programs and rate. Basic CBS, Hartford.

CBS

Coast Defense Session

CONTRIBUTING toward an emergency broadcast plan, West Coast industry leaders were to meet Oct. 26 with the IV Fighter Command in San Francisco. Broadcasters, at request of the Command, had studied a system similar to that in Southern California [BROADCASTING, Sept. 28]. Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn. who is acting as IV Fighter Command representative, was to preside.

Carmen Miro Appointed

MISS CARMEN MIRO has been appointed director of the foreign department of HP5A-HOC, Panama City, and HP5K-HOK, Colon, handling all business connected with *La Cadena de las Americas*, the CBS Latin American network.

Shortwave Clause in Bill Is Amended

...tion Owners Protected for ...rsonal Injury, Slander

...PROTECT owners of international shortwave stations and facilities from all injury to persons or property during the period of ... program operation by the ... of War Information and the ...rdinator of Inter-American Affairs, Elmer Davis, OWI chief, and ...ercy Douglas, acting chief of CIAA, during Mr. Rockefeller's ...outh American trip, have proposed to amend the original version of the authorizing bill [BROADCASTING, Oct. 12] by provisions as contained in the House deleting the word physical to make it read, damage on account of injury to persons or property arising from such use of said radio stations." This was revealed last week with the publication of the subcommittee's hearings and was contained in a letter signed by the two officials.

Slander Clause

This recommendation was adopted by the Senate in its amended version which was returned to the House for concurrence. At the same time it was known that this deletion was designed to insure the station owners against "injury in the form of slanderous statements broadcast in programs controlled by our agencies," the letter states, "for which the owners would be legally responsible."

During the hearings, Elmer Davis was questioned regarding the use of his appropriations, and he explained that one-fourth is used for domestic purposes and the remainder of the $25,000,000 appropriation to overseas activities, explaining that various countries are reached by shortwave and medium-wave radio.

Otherwise the net effect of the Senate hearings was nil, with no change in House-approved appropriations for the FCC nor any revision of the appropriations for use of radio either by the Rockefeller's CIAA or the OWI.

THE OLDEST SPONSORS ON WOR

Station Finds 41 Current Advertisers Have Been Using Facilities Over Four Years

OLDEST SPONSOR using time on WOR, New York, is Dugan Brothers, New York, for Whole Wheat Bread, acording to a survey by the station, showing also that 41 current WOR sponsors have used the station for four or more consecutive years, while 10 have been WOR accounts for over seven years. The list of 41 includes more food sponsors than any other category, with drugs a close second.

Dugan Bros. still sponsors the same program it contracted for 16 years ago when WOR was only five years old—*McCann's Pure Food Hour*, then conducted by Alfred McCann Sr., and now presented five times weekly by his son. Advertisers using the same program by McCann for a 14-year period are Hawaiian Pineapple Co., San Francisco (Dole's pineapple juice), and Richmond-Chase Co., San Francisco, for Heart's Delight canned fruits.

R. H. Macy & Co., New York department store, has presented various programs on WOR since 1930, and is now using a Tuesday quarter-hour titled *Sew and Save*. Two companies have been on WOR eight years—Fischer Baking Co., Newark (bread and cakes), now using thrice-weekly news, and Carter Products Co., New York (Little Liver Pills), now sponsoring six five-minute health talks weekly.

Seven-year users of the station are: Atlantic Refining Co., Philadelphia; Philadelphia Dairy Products, Philadelphia (Dolly Madison ice cream), and its subsidiary Breyer ice cream; Serutan Co., Newark (proprietary).

Six year advertisers are: Hoffman Beverage Co., BC Remedy Co., Pinex Co., Procter & Gamble Co., Olson Rug Co., D. L. & Coal Co., New York Telephone Co., Longines-Wittnauer Watch Co., Gambarelli & Davitto Wine Co., Bristol-Meyers Co.

Nine sponsors have used WOR five years, while 12 have used the New York station for the last four years.

Lights Out!

TURN OUT the lights when you tune in on a radio program and save fuel, suggests a reader of the London *Daily Telegraph*, who writes:

"Listening, say, to the 9 o'clock news can be just as interesting in the dark as with full lights on. A mathematical nephew of mine has computed a saving of 25,000 tons of coal a year if each listener switched his light off only a quarter of an hour a night." After all theaters and concert halls are darkened, and sight distracts the listener.

Latin Programs Up

ACTIVITY of the Hollywood radio division of Coordinator of Inter-American Affairs, under direction of Jack Runyon, has been stepped up to such an extent in the last 13 weeks that 100 programs, with top-name talent, have been either recorded or shortwaved to Latin-American countries. With release of approximately 1,000 stations, the production schedule will be increased by at least 25% in the next four months, according to Mr. Runyon. He stated that through cooperation of the Hollywood Victory Committee and recent network contracts, from four to seven well-known radio and film personalities have been featured on each program, with that policy to continue for other broadcasts as well.

Soap Placements

LOS ANGELES SOAP Co., Los Angeles (Scotch cleanser), in a free sample contest to introduce its new product, starting in early November will conduct a series of two-week test campaigns on 13 California and Nevada stations. Using the daily five-minute transcribed musical program, *Guess-A-Tune*, initial two-week test starts Nov. 2 on KMJ KYOS KERN, to be followed for a similar time period starting Nov. 9 on KGDM KTRB KOH. Schedule starts Nov. 16 on KSRO KIEM KFBK KHSL KVCV KROW, with time contracted on KPO starting Dec. 7. Agency is Raymond R. Morgan Co., Hollywood.

'Counterspy' in Spanish

A SPANISH VERSION of *Counterspy*, BLUE program sponsored by Mail Pouch Tobacco Co., Wheeling, is being shortwaved to South America, with commercials deleted, in cooperation with the Office of the Coordinator of Inter-American Affairs. Program is shortwaved Tuesday, 9:30 p.m., and rebroadcast over 50 Latin American stations. Espionage and anti-Axis activities in this country are dramatized in the series. Walker & Downing, Pittsburgh, handles the commercial, domestic broadcast.

"SAVANNAH BUSINESS SOARING SKYWARD 'BUY SAVANNAH' IS THE BUYWORD"

3 buzzing shipyards working around the clock and employing 25,000 skilled men (many newcomers to Savannah).
4 great military encampments in our primary area. Witnessed surveys show WTOC to be the favorite station with service men.

THAT'S THE WHY—AND HERE'S THE BUY

WTOC

5000 Watts • CBS • UP News
REPS: THE KATZ AGENCY

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 17 TO OCTOBER 23 INCLUSIVE

Decisions . . .

OCT. 19

K51L, St. Louis—Granted continuance of hearing on application extend completion date.

WLW, Cincinnati—Granted continuance on Commission's motion until Nov. 26 on application increase power.

OCT. 20

NEW, John W. Choate; Leanore V. Choate, E. P. Nicholson, Jr., John Wallbrecht; partnership, Middlesboro, Ky.—Granted motion dismiss without prejudice application for CP for new station.

WHCU, Ithaca—Granted petition dismiss without prejudice application for CP.

KVOS, Bellingham, Wash.—Denied special service authorization to operate on 790 kc., granted extension of CP.

KPAB, Laredo, Tex.—Granted consent to assign license to Laredo Broadcasting Co.

WJZM, Clarksville, Tenn.—Granted consent to assign license to William Kleeman.

WMSL, Decatur, Ala.—Granted consent to sell control to Mutual Savings Life Insurance Co.

Granted renewal of license until Oct. 1, 1943: KGIW.

Granted renewal of license until June 1, 1944: WMUR.

Granted renewal of license until Dec. 1, 1942: KAND KBST KCMC KFBC KFPY KFRO KFXM KGEK KGFW KGGF KGKL KHBG KID KIEM KMAC KPLT KRBA KRBC KSWO KVGB KWFC KWKH KXL WBBZ WBIR WBNX WCAZ WCBT WBRW WCOC WCOP WEDC WFCI WFHR WFIN WFPG WGES WING WJBW WLOF WMRO WNBZ WNEL WOCB WPAX WSPB WTEL WTRC.

International broadcast licenses granted until Nov. 1, 1943: KGEI WBOS WCBX WCDA WCRC WGEA WGEO WLWO WNBI WRCA.

International broadcast license renewed until Dec. 1, 1942: WRUL.

High Frequency license renewed until Dec. 1, 1942: W5XAU W9XLA.

OCT. 21

WNYC, New York—Adopted order making final findings of fact and conclusion (B-140) denying application to operate fulltime.

WSAM, Saginaw, Mich.—Adopted order making final amended findings of fact and conclusion (B-151) granting application to change from 1230 to 1400 kc., increase power from 100 w part-time to 250 w fulltime.

NEW, West Allis Broadcasting Co., West Allis, Wis.—Proposed to deny application for CP for new broadcast station. (B-157).

WBRE, Wilkes-Barre, Pa.—Proposed to deny application for satellite station in Scranton to operate with 100 w. (B-158).

NEW, Yankee Network, Boston—Granted CP for high frequency FM station on Mt. Asnebumskit, near Paxton, Mass. (B-155).

Applications . . .

OCT. 22

KDNT, Denton, Tex.—Change frequency from 1450 to 1400 kc.

OCT. 23

W6XYZ, Los Angeles—Amend application for CP for new television station to request 1 kw. power for aural instead of 2 kw.

Tentative Calender . . .

WJLS, Beckley, W. Va.—CP for 560 kc., 100 w. N, 250 w D (Oct. 24).

WFAS, White Plains, N. Y.—Modify license for 1230 kc., 250 w unlimited (Oct. 26).

NEW, Wilkes-Barre Broadcasting Co.; Central Broadcasting Co.; Northeastern Penn. Broadcasters; Key Broadcasters; Wilkes-Barre.—Further hearing on CP for stations on 1240 kc., 250 w unlimited, using facilities of WBAX (Oct. 27).

WAAT, Jersey City.—CP fo 970 kc, 5 kw., unlimited (Oct. 28).

ILLINOIS Institute of Technology, Chicago, graduated 430 men last week who will qualify as officers and enlisted reserves in the Army Signal Corps as ultra-high frequency radio engineers, electronics experts and radio technicians. Many will enter active service immediately.

NOW A PRO, Roy Gould, 15-year-old transmitter operator of KFXM, San Bernardino, was a ham with a complete layout before Pearl Harbor. Since then, as a first class licensee—a ticket he has held for two years—he has been riding gain for the California station. Unlike most youth he sees his future clearly: at 18, he expects to join the Signal Corps and after the war he intends to go to college there to become a radio engineer.

No Curtailment Planned By W55M in Milwaukee

THE *Milwaukee Journal*, operating WTMJ, announced Oct. 19 that no voluntary change is contemplated in the FM service it is providing through its 50,000-watt W55M. This statement was made to refute rumors circulating in its territory that W55M schedules were to be curtailed in the near future. The Journal Company stated it realizes that no operator of a broadcast station, either standard or FM, can be sure of securing tubes and other equipment necessary to future operation. Yet W55M will continue to be on the air from 10 a.m. to 10 p.m. seven days a week as long as it is physically possible to do so.

Far from reducing service, the company even plans to improve the programs offered over W55M, which is programmed independently of WTMJ, there being practically no duplication of programs between the two stations.

COURSE FOR WAAC's IN RADIO PLANNED

ARMY SIGNAL Corps will train members of the Women's Army Auxiliary Corps to replace enlisted men as radio operators and radio mechanics in Army Air Forces Headquarters Companies, the War Dept. announced Oct. 22.

The training will be conducted at the Midland Radio & Television Schools, Kansas City, chief owner of which is Arthur Church, president of KMBC, Kansas City. The first class, comprising 55 student operators and 28 student repairmen, will begin next Nov. 30. Subsequent classes of approximately the same proportions will be started once a month until the requisite number of radio specialists have been trained. The radio operators will receive a 13-week training course. The course for the radio mechanics will run eight weeks.

Members of the Women's Army Auxiliary Corps will be selected for the operators' and mechanics' courses during basic training at the Women's Army Auxiliary Corps Training Center, Fort Des Moines, Ia. Candidates for training as radio operators will receive code aptitude tests, while those seeking additional training as radio maintenance and repair specialists will be given examinations in trade aptitudes.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts
All time Eastern Wartime unless indicated

New Business

REPUBLICAN National Committee, Washington, on Sun., Oct. 25, 8:15-9 p.m., sponsored speech by Frank Gannett, assistant chairman, Republican Committee, on 69 BLUE stations. Placed direct.

DEMOCRATIC National Committee, Washington, on Sat., Oct. 24, 10-10:15 p.m., sponsored speech by Senator Alben Barkley on 60 BLUE stations, and on Mon., Oct. 26, 10:45-11 p.m., sponsored speech by Sam Rayburn, Speaker, House of Representatives, on 60 BLUE stations. Agency: Wellman Agency, Philadelphia.

AMERICAN LABOR PARTY, New York (Dean Alfange, gubernatorial candidate) on Fri., Oct. 23, 10:30-1 p.m., sponsored speech by Alfange, and will sponsor speeches Fri., Oct. 30, 10:30-11 p.m.; Sun., Nov. 1, 6:45-7 p.m.; and Mon., Nov. 2, 10:45-11 p.m. Agency: Furman & Feiner, N. Y.

GOTHAM SILK HOSIERY, New York, Nov. 16, for 5 weeks, starts Pegeen Fitzgerald in *Strictly Personal* on 55 MBS stations, Mon., Wed., and Fri., 1:15-1:30 p.m. Placed direct.

INDEPENDENT DRUGGISTS ASSOCIATION, Toronto (chain stores), on Oct. 6 started *Public Opinion* on CKCL, Toronto; CKOC, Hamilton, Ont.; CKTB, St. Catherines, Ont., Wed. 8-8:30 p.m. Agency: A. McKim Ltd., Toronto.

LOCKHEED & VEGA AIRCRAFT Corp., Los Angeles (Institutional), on Nov. 1 will start *Ceiling Unlimited* on 66 CBS stations, Mon., 7:15-7:30 p.m. (rebroadcast 11:15 p.m.). Agency: Lord & Thomas, Los Angeles.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), in a Pacific Coast winter campaign which starts Nov. 3, will sponsor a twice-weekly five-minute newscast featuring Dick Joy on 7 CBS West Coast stations, KNX KARM KQW KROY KID KIRO KFPY), Tues., 9:25-9:30 p.m. Thurs., 8:55-9 p.m. (PWT). Contract for 15 weeks. In addition, starting Nov. 16 for 17 weeks, firm will sponsor two weekly, Nelson Pringle, news analyst on 8 CBS West Coast stations (KNX KARM KQW KROY KGDM KOIN KIRO KFPY), Mon., Wed., 7:45-8 a.m. (PWT). Agency is J. D. Tarcher & Co., N. Y.

BEKINS VAN & STORAGE Co., Los Angeles, has started *Harry W. Flannery* news analyst, on five CBS Pacific stations, Mon., Wed., Fri., 5:30-5:45 p.m. (PWT). Agency: Brooks Adv. Agency, Los Angeles.

Network Changes

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 27 expands from 51 stations to the full NBC network of 125 stations for its *Treasury Chest* program, at the same time cancelling *Treasury Chest* repeat shows. Agency: Roche, Williams & Cunnyngham, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 1 added 59 NBC stations to *Bill Stern's Newsreel of the Air*, making a total of 125 NBC stations, Sat., 10-10:15 p.m. Agency: Sherman & Marquette, Chicago.

S. C. JOHNSON & SON, Racine, Wis. (Johnson's Wax and allied products), on Oct. 20 adds 45 stations to *Fibber McGee and Molly* on 82 NBC stations Tues., 9:30-10:00 p.m., making a total of 127 stations. Agency: Needham, Louis & Brorby, Chicago.

Direct Mail Citations

ALL FOUR major networks were cited as "direct mail leaders for 1942" in the annual awards of the Direct Mail Advertising Assn. during its one-day conference on Wartime Direct Mail and Printed Promotion in New York, Oct. 16. This year none of the 16 special award plaques previously won by radio went to the networks, but cited as leaders were: BLUE, B. A. Hauser, sales promotion manager; CBS, Frank Stanton, former acting director of sales promotion, now vice-president; MBS, Robert A. Schmid, director of advertising promotion; NBC, Harold E. Bisson, manager of promotion production. An additional honorable mention went to CBS.

SHORTWAVE LEASES AWAIT SIGNATURE

FORMAL agreements covering the joint leasing of 10 existing shortwave stations by the Office of War Information and the Coordinator of Inter-American Affairs will be signed within a week, it was learned last week.

Under the terms of the leases, the broadcasters will continue operation of the facilities at cost and the Government will pay the cost of operations. Purpose of the program is twofold: To coordinate news and other material for international consumption, and to employ the facilities of the stations as a nucleus in the Government's expansion program which calls for construction of 22 additional stations in the near future [BROADCASTING, Sept. 28].

The Government will be enabled by this program to prepare and transmit its own shortwave programs. At the same time certain of these programs will be developed in collaboration with the programming staffs of NBC and CBS, two of the expected lessors.

WOV, New York, Using Added Live Programs

CARRYING OUT its announced policy of presenting live studio productions on its English program schedule, WOV, New York foreign-language station, has lined up six new features, to replace to a large extent its recorded music programs. Musical programs include a thrice-weekly solo piano music series by Fred Hall, composer; *Pan Ameri-Cana*, a six-weekly presentation of Latin American music by a novelty instrumental quartet; and a thrice-weekly broadcast by a girl trio, singing popular tunes.

Drama will be represented by a Saturday series of original plays, and by a five-weekly midnight review of Broadway productions by David Lowe, commentator. A quarter-hour news roundup has been added, Monday through Saturday in the late evening period.

Merit Award to WLW

A CITATION of merit was presented to WLW, Cincinnati, Oct. 25, by Dan T. Moore, director of Fifth Corps Area, OCD. In making the citation to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, Mr. Moore spoke of the station's "leadership and the splendid support which it is giving to the cause of civilian defense."

A REGIONAL conference of the Assn. for Education by Radio on the subject of educational radio in wartime will be held Nov. 6-7 at St. Stephens College, Columbia, Mo. An attendance of 400 is anticipated.

Explanation of Current News Problems Commentators' Main Duty, Says Woods

THE RADIO commentator today faces the gravest challenge and the greatest responsibility of his career, according to Mark Woods, president of the BLUE Network.

"He has become a major factor in enlightening the public on issues of vital national importance; stimulating its thought; and inducing unity of action", Mr. Woods said.

"A nation committed to a war of survival cannot function properly if its people are torn by selfish interests, partisan and sectional viewpoints. The real issues become clouded. The commentator performs an essential service in clearing up the muddle and crystallizing national thinking in logical channels", Woods continued.

He added that he was surprised at the extent to which public opinion is still unsettled on vital issues of the day and in confusion over the practicability of steps taken by the nation's leaders in the conduct of the war.

"I have talked recently with war workers, cab drivers, government officials, porters, business men and war industry executives; all seemed to have different convictions on how this war should be won. Many are apparently dissatisfied with the role we've played to date; for example, many Easterners think the farm bloc is sabotaging the President's anti-inflation measures while Westerners see no need for gas rationing where gas is plentiful. Such conversations have convinced me that the perspective of many people is confined to the immediate bearing of current happenings on their own lives, without due regard to their effect on national security. To a certain extent, this reaction is natural to all of us.

"But someone must present these problems in their relation to the over-all picture, someone thoroughly familiar with the national economy, wartime exigencies and the vital need for concerted support of Government's war effort.

"Commentators such as Swing, Godwin, Kaltenborn, Clapper and Shirer, to cite only a few, are in the position to present the true picture of affairs to the country. Unhampered by party ties, partisan loyalties or outside affiliation, they have a singular opportunity for giving direction to thought and purpose by presenting the facts in their proper perspective.

"Today's commentators are finding their place in a democratic nation and are doing their job ably and well. I am convinced they will have a major share in dispelling the lack of understanding and the confusion that still hampers our war effort."

BLACK TO EXPEDITE MUSIC FOR CAMPS

TO GIVE leaders of camp bands and amateur groups in uniform an opportunity to receive orchestrations of popular music as promptly as professional groups, Dr. Frank Black, NBC general musical director, will shortly put into effect a plan of distribution similar to that servicing big name bands throughout the country.

Music publishers will be asked to cooperate through their own organizations, such as ASCAP, BMI, SESAC, etc., arranging to have them print several hundred extra copies of orchestrations normally sent only to the commercial bands. These copies would be collected weekly and mailed to the person designated by each of the various military bases.

Dr. Black conceived the idea after talking with former members of NBC orchestras, now in the armed forces, who informed him that such orchestrations were difficult to obtain and when received are so late that the songs have passed their peak of popularity.

IT&T Subsidiaries Merged

IT&T on Oct. 22 announced that its two associate manufacturing companies in the United States, International Telephone & Radio Mfg. Corp and Federal Telegraph Co., have been merged. Name of the corporation resulting from the merger is Federal Telephone & Radio Corp. Newark, and henceforth the business will be conducted under the new name. IT&T also has announced plans to proceed with the construction of the first unit of a new factory at Nutley and Clifton, N. J., which will become the home of Federal, and it is planned that all laboratory and manufacturing operations associated with IT&T in the United States shall be centered there.

Think of CLARK • synonym for QUALITY TRANSCRIPTION PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

"... timely, interesting and worth a thirty minute spot on the schedule."
WIBX

• Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

KIRO
THE FRIENDLY STATION
SEATTLE • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

SERIAL CHARACTERS ON VICTORY SERIES

FROM its daytime serials NBC will draw familiar radio characters such as Stella Dallas, Ma Perkins and others, to appear in a Government series titled *Victory Volunteers*, similar to the CBS *Victory Front* [BROADCASTING, Oct. 5] now heard in the 10-10:15 a.m. period, Monday through Friday.

As in the CBS series, different serials will take over each week in specially written episodes designed to show how the well-known characters cope with war-time problems. There will be no connection with the story development of the regular dramas from which the actors are drawn.

The series will be presented in cooperation with the OWI, with network, agencies, and actors contributing their services. Clifton Fadiman, m.c. of *Information Please*, and chairman of the War Writers Board, will act as narrator, tying together the five programs each week, and reading the government message at the end of each broadcast.

THEY ALL 'CADADICATE'

Wine Program Spreads Word All Over Northeast

IT ALL STARTED with one word. No one quite knew what it meant. But it kept cropping up again and again in Molineaux Wine radio programs in New England and soon "cadadicate" buttons on coat lapels were traveling in the best circles. People wanted to know what the word meant. Radio listeners asked wine dealers, and wine dealers queried the Molineaux wine salesmen.

Actually, "cadadicate" stands for everything nice in life. To make a hole-in-one—that is "cadadicate". To win the war—that is "cadadicate"; likewise, to sink a Jap ship. Now everyone in New England is "cadadicate"-conscious—proof that a successful radio campaign can be swung on a limited budget, if the idea back of it is properly developed through radio.

THE FOUR national networks were to combine the night of Monday, Oct. 26, 10:30-11 p.m., to carry a report by Wendell Willkie on his recent world tour.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ANNOUNCING GOOD OPENING QUALIFIED ANNOUNCER—For New England seacoast station going places. Salary worth while. Rush transcription, draft status, references direct to 1000 watt WHEB, Portsmouth, New Hampshire. Phone 2670.

WANTED for New York City Civilian Defense—A man or woman of ability in radio publicity and promotion to do a full time job—as a VOLUNTEER. Unusual opportunity for the right person to perform genuine War service. This could be built into one of the top-notch radio accomplishments of the war. Apply: Public Relations, CDVO, City Hall, New York.

Wanted by Regional Network Affiliate—Woman experienced in network traffic and programming. Airmail qualifications and salary. Box 973, BROADCASTING.

Commercial Manager, Salesman—250 Watt network affiliate, prosperous war projects market. Permanent. KTEM, Temple, Texas.

Combination Operator-Announcer — With first or second class license for station in historic Monterey, California on Pacific Ocean. Must have reasonable draft exemption. Submit audition record of commercial and sustaining announcements. Salary: $45.00 weekly. KDON, Monterey, California.

CHIEF ENGINEER—5000 Watt Mid-Western Regional. Draft deferred. Permanent. State age, experience, salary expected. Box 962, BROADCASTING.

Salesman—Chicago Metropolitan station wants salesman with proven ability. State experience and draft status in first letter. Box 963, BROADCASTING.

Announcer—$42 to start. WFDF, Flint, Michigan.

Chief Engineer—Draft Exempt. State qualifications and references. Box 969, BROADCASTING.

Announcer—Chicago Metropolitan station. Position now available. Good salary. State age, experience and draft status in first letter. Box 964, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Draft Exempt Announcer—Give references, experience. Permanent job, Station WAIM, Anderson, South Carolina.

Executive Salesman or Manager—Of fine local radio station. Salary and bonus offered. Write detailed experiences, references, expected salary. Box 970, BROADCASTING.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 967, BROADCASTING.

Experienced Announcer—Wanted by 5000 watt CBS affiliate. Airmail qualifications, salary, draft status, transcription. Box 974, BROADCASTING.

WANTED—Two licensed broadcast engineers. Also experienced announcers. Popular full time thousand watt Eastern station. Attractive salary. Box 975, BROADCASTING.

Help Wanted (Cont'd)

Wanted by 5000 Watt Network Affiliate—Woman with control board and announcing experience. Airmail qualifications, salary, photograph and transcription. Box 972, BROADCASTING.

Situations Wanted

General Manager or Assistant—At present Radio Director for well-known Eastern agency. Personally producing selling and acting as talent on forty-one programs per week. Thoroughly conversant with every phase of station operation. Present income $9,000—Can you match it and more for increased profits? Wife has sinus trouble, compelling move. One month's notice necessary to present employer. Draft exempt. Box 960, BROADCASTING.

Continuity and Script Writer—Young Woman, college grad, attractive in appearance, experienced, capable, usable voice, original. All types continuity. Particularly interested women's programs, dramatic scripts. Box 957, BROADCASTING.

COMBINATION—Conscientious personnel value! Musical director, organist, programming, writer with ability to double announcing. Network affiliate experience plus incomparable educational and musical background makes this advertiser a top personnel buy! Thorough knowledge music clearance. Employed on regional 5-kw CBS. Married, 3-A. Complete details upon receipt of your letter. Box 959, BROADCASTING.

Engineer—Three years' experience all phases broadcasting. First class phone license. Classified 4-F. Married. Box 966, BROADCASTING.

Thoroughly Experienced Announcer Newscaster—Married, child. Just classified 4-F because of weak abdominal wall. Employed. Seeking change. Excellent References. Box 956, BROADCASTING.

Ten Years Radio—Married; Employed. Position as manager or sales manager. Will consider radio department of agency. Box 955, BROADCASTING.

Engineer—Desires California station. Wire C. P. Crosier, 1008 Morningside, San Fernando, California.

Engineer—Twelve years' experience clear channel. Desires change. Consider chief of regional. Deferred. References. Box 968, BROADCASTING.

Announcer—Married—2 chi'dren. 3-A in draft. Two years' experience on network affiliate and independent stations. Handled news, remotes, sports, special events. (State maximum starting salary.) Box 971, BROADCASTING.

Wanted to Buy

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 965, BROADCASTING.

SMALL STATION IN GOOD COMMUNITY, FULL TIME, STATE LOWEST CASH PRICE, RESPONSIBLE PARTY. BOX 961, BROADCASTING.

WANTED—Copper ground wire; ⅜ inch Coaxial line Number 6 stranded copper; RCA open wire line brackets. Box 964, BROADCASTING.

For Sale

TRUSCON SELF SUPPORTING TOWER 250 ft. Unusually heavy construction with lights and antenna coupling unit. Excellent condition. Five years old. Now dismantled. WCAX, Burlington, Vt.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORY CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

...the CONTROL ROOM

ROYAL O'REILLY, former announcer of KRE, Berkeley, KROW and KLX, Oakland, is on the control room staff of KFAR, Fairbanks, Alaska. He helped instal the station's new 1000 watt transmitter. Walt Price, formerly radio engineer in the test section of the radio laboratory at Puget Sound Navy Yard, is now assistant engineer of KFAR.

PALMER GREER, six years on the engineering staff of WKRC, Cincinnati, has joined the Western Electric Co.'s radio division doing war work with the Navy.

JAMES MURPHY, former CBC engineer, interned under Canadian Defense Regulations since May 1941 at Hull, Que., has been freed and returned to his home at Toronto. He was the last of 127 Canadians held for alleged communist activities. Prior to his arrest he was master control operator at the CBC Toronto studios and president of the Association of Technical Employes.

LT. ARNOLD C. NYGREN, former chief engineer of WFIL, Philadelphia, has been graduated from training school at Fort Schuyler, New York, and has been assigned to the Navy aircraft factory at the Philadelphia Navy Yard.

MENASHE MICHAELS, formerly of WHAT, Philadelphia, has joined the engineering staff of WPEN, Philadelphia. He is the youngest engineer on the staff, being only 18.

CHARLES YORK and Orlando Webb have joined the engineering staff of WREN, Lawrence, Kan.

RALPH H. KNOWLES and William W. Schooley have been added to NBC Chicago staff as apprentice engineers.

FRANK BLOTTER, formerly sound effects man of NBC Chicago, has joined the staff of WBBM, Chicago, to succeed Lee Randon who has joined the Army Signal Corps.

ELBERT WALKER, in the sound department of KHJ, Hollywood, has joined the Navy.

SIDNEY V. STADIB, transmitter technician of WBZ, Boston, has enlisted in the Navy as radio technician, second class. Paul Kirby, of the Springfield radio test department, has been transferred to the Boston staff.

JEAN SMITH, control engineer of WRR, Dallas, has joined the armed forces.

AP

KGW-KEX, Portland, Oregon.

. . . even above expectations . . . an understatement to say that everyone who handles the wire is enthusiastic about it.

Arden X. Pangborn, Managing Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WOMEN WIN THE WAR in many ways. This member of the Squier Laboratories instruction staff is operating meteorological equipment for the Signal Corps. Sorry—we don't even know her telephone number!

Engineers to Meet

ENGINEERING personnel shortage, wage stabilization and other problems confronting the industry during the current emergency will be discussed at the annual convention of the National Assn. of Broadcast Engineers & Technicians (NABET), to be held in Abbey Hotel, New York, for one week starting Oct. 26. Headed by James H. Brown, engineer of NBC, Hollywood, and president of the association, convention sessions will be attended by chairman of NABET locals throughout the country, he said. Besides NBC and BLUE, labor organization represents engineering personnel of KFI-KECA KFSD WOW WPTF WLS.

SIDNEY ADLER, organizer of the Broadcast Dept. of American Communications Assn., CIO affiliate, has been inducted into the Army. Prior to joining ACA, Mr. Adler was manger of WHN, New York.

CLIFFORD RASMUSSEN, technician of WTMJ-W55M, Milwaukee, has joined the Marine Corps, making four operators from the stations now in service.

T. M. WYNN replaces Ray Faust on the engineering staff of WCBI, Columbus, Miss. Mr. Faust is in the Army.

PETER PETRUSHKA, control operator of WPAT, Paterson, N. J. and Edna Kirchner of Jamaica, N. Y., have announced their engagement.

RUTH SCHWEIKERT has joined the control staff of WKST, New Castle, Pa.

JAMES SKIDMORE, control operator of KRGV, Weslaco, Tex., has transferred to the transmitter staff and Mary McAlpin has replaced him in the control room. Rex. Garret, of the control staff, has passed the Civilian Pilot's Training course, and has been called for induction as a cadet.

A. C. HECK, chief engineer of WPIC, Sharon, Pa., has been named radio aide for the Mercer County Defense Council. As such he will have charge of the county's defense radio communications system and has enlisted most of the station's engineering staff to serve as emergency operators.

NBC PAYS $1,000
Cash for Millay Manuscript —Goes to Czech Relief—

RCA stockholder, Dr. Charles Wolf, New York dermatologist, impatient with the pace of the bidding during an auction of the original manuscript of "The Murder of Lidice", epic poem by Edna St. Vincent Millay, following its NBC premiere last Monday night in Radio City's Studio 8-H, offered $1,000 in the name of NBC, and the document went for that sum. Although the bid was entirely unofficial, the network will follow through with the purchase, the proceeds going towards the relief of Czechoslovakian refugees. Dr. Wolf jumped by 100% the previous bid made by Frank Mullen, NBC executive vice-president. $1,000 is probably a good current value for the manuscript, according to a first edition expert.

Composed in response to a request by the Writers' War Board, to commemorate Nazi destruction of the Czech town of Lidice, the Millay poem was shortwaved to Latin America in Spanish simultaneously with the domestic broadcast, and was rebroadcast subsequently twice in English, and once in Portugese via shortwave to Brazil, on NBC's international stations WRCA and WNBI and Westinghouse's WBOS.

Power Shortage Plugs

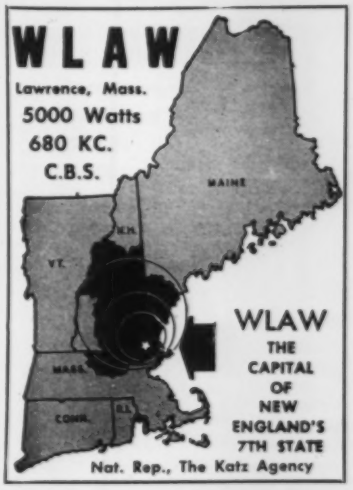
ANOTHER wartime shortage commodity is electric power in industrial areas of Ontario and Quebec, where Government order has curtailed all electric sign advertising, store window lights, marquee illumination, street lighting, and domestic power consumption in order to conserve electric power for war industries. The Ontario Hydro Electric Power Commission, publicly-owned organization for supplying most of Ontario with electric power, has started on a conservation campaign, including 55 spot announcements urging housewives to save power. The campaign started Oct. 17 on 16 Southern Ontario stations and runs four weeks. Account was handled by J. J. Gibbons Ltd., Toronto.

Triple Control

NBC engineers on Oct. 19 devised an unusual triple control system, using a voice circuit for each of three languages, in connection with the broadcast on NBC of Edna St. Vincent Millay's verse narrative "The Murder of Lidice". The special control, calling for three separate casts of narrators and actors, gave Spanish and Portuguese listeners in Latin and South America an opportunity to hear the verse in their own language, accompanied by the NBC Symphony Orchestra playing special music prepared and conducted by Dr. Frank Black. The broadcast was shortwaved to South America on NBC's international stations WRCA and WNBI, and Westinghouse station WBOS.

HOLLYWOOD Radio Club, new social organization consisting of Southern California area AFRA members, has been formed with Walter White, Jr. and Katherine Keys as acting chairman and secretary, respectively. Suitable headquarters will be established and the group will apply for a State charter.

KTAR
Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H. RAYMER COMPANY



WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

Hoping for sales with "Outside Voices"? GET sales with WHBF!

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

Wartime Ad Copy Reviewed by FTC

STUDIES of radio and other advertising for the Office of Censorship, the WPB and OPA, are revealed to be major wartime activities of the Federal Trade Commission, according to the FTC September report. The studies, it was stated, are held confidential.

Reviewing its activities for the month, the Commission outlined legal and investigating work it does in supervising enforcement of priorities regulations; conducting cost, price, and profit studies; preparing reports on advertising that contains possible violations of the codes of wartime practices for press and radio.

At request of the Director of Censorship, the FTC prepares analyses and reports on all advertising in magazines, newspapers or on the radio that refer to the war, the war effort, war economy or war production, the armed services, the general public morale or health, price rises or trends, rationing, priorities, and conservation of rubber or other commodities.

Censorship gets full reports from the FTC on all such publications that may violate the codes. Other reports on advertising are made especially for the WPB and OPA.

'Crime Doctor' on Coast

WITH a new format and characters, the weekly 25-minute mystery-drama *Crime Doctor* sponsored by Phillip Morris & Co., (cigarettes) on 114 CBS stations will originate from Hollywood starting Nov. 8, Sunday, 8:30-8:55 p.m. (EWT), with West Coast repeat 8-8:25 p.m. (PWT). Ted Sills, recently transferred from New York to Hollywood as production supervisor of the Biow Co, will produce. Max Marcin, writer-director was in Hollywood in mid-October for conferences with Sills and Vick Knight, West Coast radio manager.

Pabst Moves Account

PABST SALES Corp. Chicago (beer) has appointed Warwick & Legler, New York, as agency, effective immediately. Henry Legler is account executive. Existing contracts, including sponsorship of broadcasts of professional football games in Chicago, New York, Detroit, Pittsburgh, Philadelphia, Cleveland and Washington, will continue through Lord & Thomas, Chicago, until Jan. 1.

'Soldiers of the Press'

FIRST-HAND experiences of war correspondents now covering the various battle fronts are dramatized on the new transcribed series *Soldiers of the Press*, which United Press is distributing to its subscriber stations free of charge. Written and produced by Walt Rundle, UP promotion manager, the quarter-hour programs are designed particularly as promotion for newscasts on individual stations, while each has special space reserved for tie-in announcements by local sponsors. The discs are delivered to UP stations on a basis of one-a-week for a 13-week period.

'CONVENTION' VIA RADIO

6,000 Grocery Chain Employes Hear Firm President At Firesides; Save Rubber, Gasoline

FACED with gasoline and rubber shortages, Colonial Stores, 530-store Southeastern grocery chain, replaced its company convention this year with a "meeting" of its 6,000 employes over seven radio stations.

Twice a year for the past six years the firm has held regional dinners at key points, with employes participating in speeches, entertainment and service awards. With the war emergency, the company set out to "cut frills", and tried a series of 15-minute programs on seven different stations, with Hunter C. Phelan, president, talking directly to employes.

Radio Solves Problem

In attempting to plan this year's convention, company officials had found that despite eight regional gatherings, it would still be necessary for some employes to travel as much as 200 miles. The radio programs saved the situation, for they enabled the company to hold the meetings, honor the veteran employes, and to include the public, at about one eighth the cost of dinners.

"This year," the company explained in an attractive brochure that promoted the series, "in saluting veteran members of our Colonial Family, we gladly relinquish the delightful fellowship of group meeting so that gasoline, rubber and time may be conserved.

"Radio suggests itself as the most practical method for us to acknowledge the fine performance of these veterans and chat briefly with all of the 6,000 employes of our organization. Friends of Colonial Stores are cordially invited to tune in."

The programs were promoted by these brochures, distributed at the stores and by word of mouth. According to the plan, Mr. Phelan's addresses were delivered over a different station each night, with each talk devoted to specific territories.

Letters Posted

Four days before a talk, letters were posted in area stores urging employes to check their radios, and inviting customers to tune in. A day or two later, a second notice was posted, and signs were placed in store windows advising that they would close at 6 p.m. to hear "a message from our company president."

After the broadcast, questioneers were mailed to store managers to test reaction. Replies showed a favorable result, and officials believe that radio drew close to the 90-95% attendance customary at dinners. Questioneers are now being checked to realign areas for the next broadcast.

Stations used in the trial series were WBT, Charlotte; WPTF, Raleigh; WTAR, Norfolk; WRVA, Richmond; WSB, Atlanta; WTOC, Savannah; WCSC, Charleston.

Three-Way

RADIO HISTORY was made in Philadelphia on Oct. 17 when the Penn-Princeton football game was carried simultaneously by broadcast, television and FM. Under sponsorship of Philco Corp., Philadelphia, the game was broadcast by WCAU and televised by Philco's own station, WPTZ. In addition, WCAU was permitted to broadcast the game over its FM adjunct, W69PH. The three-way coverage will continue for all the University of Pennsylvania football games this season.

Drawn for BROADCASTING by Sid Hix

"His Forecasts Are So Much Better Than Our Military Expert's That We Hired Him!"

Women Take Charge For War Duration of Balaban & Katz Station

THE Balaban & Katz television station, W9XBK, Chicago, will operate for the duration staffed 100% in both production and technical departments by women. Six of the station's engineers have been inducted into the Navy en masse as special instructors in the Navy Radar School, which occupies space adjacent to the television station in the State Lake Bldg. About Nov. 1 the station, under the direction of Helen Carson, will be on the air nightly from one to 1½ hours with live talent, dramatic skits, lectures on ceramics by the Chicago Art Institute, studio wrestling matches, news programs etc.

Both facilities and space for the Radar School have been donated to the Navy by Balaban & Katz. The school is under the direction of Lt. W. C. Eddy, on leave as supervisor of its television activities, who recently was recalled to active service to direct the Radar School.

The feminine staff, designated the WATTS by Lt. Eddy (Women's Auxiliary Television Technical Staff), was selected for special aptitude in engineering. They are: Rachel Stewart, Jean Shricker, Fran Harris, Eugenia Minitz, Esther Rojewski, Margaret Durnal. The W9XBK engineers inducted into the Navy are: I. Jacobson, R. Shapiro, Stanley Osterlund, James Lahey, W. H. Kuntz, W. P. Kusak.

Technical Course

TO MEET wartime shortage of technicians, executives of KROY and KFBK, Sacramento, Cal., have set up a five-weekly two-hour evening class to train applicants for third class technicians license. Those who show special capability will be allowed to continue training to obtain second and first class licenses. Fostered by Will Thompson Jr., and Lee Ricketts, managers respectively of those stations, the emergency course has been given status of an adult educational class at Sacramento Junior College, and is patterned along lines of the condensed curriculum used in training men for the Army Signal Corps.

Parliament Pickup

FIRST American broadcast of an English Parliamentary session was carried last Wednesday on NBC the BLUE and Mutual from 11:30 a.m. to 12:37 p.m. on the occasion of a special meeting of Parliament to hear Field Marshal Gen. Jan Christian Smut, Premier of the Union of South Africa. No official announcement was made prior to the broadcast, voluntary censorship having been imposed on the networks.

Hartz Dog Food

HARTZ MOUNTAIN Products, New York, is introducing a new dehydrated dog food, Joy. Company will use a Sunday quarter-hour weekly on WOR, New York, starting Nov. 1, devoting commercials to the new product and to the bird seed and allied products. George H. Hartman Co., Chicago, is agency.

"CONSUMERS WILL DO WHAT YOU TELL THEM"

Says **WILBUR D. RIST,** Vice-President and General Manager of 42 Quality Service Stores associated with **HAGEN-RATCLIFF & COMPANY,** Huntington, W. Va.

"American advertising has built up a fine tradition through the years. As a result, people who want quality merchandise usually call for it by advertised brand name. Consumers learned to buy what national advertisers told them to buy, and satisfaction kept them coming back.

"But along comes the war, and people are told they can expect to 'do without'. And they do, but it has cost the retailers a lot of sales they should not have lost. Because unfortunately, consumers have denied themselves to a greater extent than is necessary. They just stopped using some things we could, and still can, supply in plenty.

"Because of this, and because the government is sponsoring a consumer's educational campaign on nutrition to keep the nation fit, it now appears that advertising has a different job to do.

"National advertisers can accomplish three important things by continuing their advertising: 1. Cooperate with the government's drive to keep public health up to standard. 2. Keep the retailer's volume up by sending people to our stores to buy the things they should eat to keep well. 3. Perpetuate their own brand names and sales volume.

"I feel that this job must be done to sustain the basic structure of the retail food business. But it will be easy for national advertisers, because our experience in this war has proved that consumers will do what they are told."

No. 5 OF A SERIES — WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION